

Assessment Of Subjective Well-Being (Swb) After Consuming Alcoholic Beverages

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ABSTRACT

Purpose: The main objective of this paper is to assess the feeling of subjective well-being (SWB) induced after consuming alcoholic beverages among the people of Delhi. This paper also attempts to establish the relationship between the income levels of an individual and consumption of alcoholic beverages, and levels of consumption of alcoholic beverages by people of Delhi.

Methods: The research design used for the study is a co-relational quantitative design. The locale of the present study was Delhi, India. The non-probability technique was used to select the respondent for the study. A sample size of 178 was taken for the proposed research. The responses were collected digitally through the online circulation among the respondents. The Likert scale was used to measure the response of the respondents. The reliability of data was established. The collected data was analyzed through the Minitab 14 software and Microsoft excel data analysis tool.

Results: Subsequently, the researcher presents a relationship between alcohol consumption and well-being. The study of this relationship can contribute to a better understanding of both alcoholic beverages and reported life satisfaction and is useful in planning about the distribution, consumption, storage, consequences of drinking, and public policy recommendation.

Conclusion: The finding of the present study suggests that there is a linear correlation between the consumption of alcoholic beverages and the feeling of happiness. The feeling of subjective well-being is positively related to the consumption of alcoholic beverages.

Keywords: Alcoholic beverages, happiness, and subjective well being (SWB)

1.0 INTRODUCTION

The term subjective well-being is defined as happiness & life satisfaction. The level of happiness is influenced by both external and internal factors of an individual life. It has been established hard fact that feeling of happiness or subjective well-being (SWB) has a great impact on individual life. Evidence of the feeling of well-being also affects outcomes of interest such as health, income, and social behavior. Generally, It has been observed that an intricate relationship between happiness and other important

aspects of our lives, with influence running in both directions. The feelings of subjective well-being have an impact on mental health, physical health, social behavior, income, and productivity. Scientific research indicates that happiness generates tangible benefits in life. Sahai. A & Mahapatra.M (2020) said that an employee's subjective well-being and happiness are key in determining an organization's vision and mission. Many research conclusions show a direct link between outcome, general health, and well-being of the entire workforce of the organization. It is noticed by the author that subjective well-being complex combination of different elements like physical, mental, emotional, and social health. Subjective well-being is strongly linked to happiness and life satisfaction. Diener, E. (2020) observed that most of the general population is moderately happy and they want to be happier in their lives. The individual takes different routes and paths to achieve happiness in life. Oswald (2012) experimented with the employees of an organization. In the experiment, it was found that happier workers were 12% more productive than unhappy workers. The happier workers were found more cooperative with other workers of the organization. Subjective well-being has an impact on individual behavior and decision-making. Happiness and positive affect have been identified as determinants of economic behavior ranging from consumption and savings to time preferences and risk-taking. Research in psychology and economics suggests this may occur through improved integration of information and broadened the focus of attention in happier individuals. Thus, happier individuals are better able to evaluate the implications of decisions with short and long-term trade-offs, resulting in decisions that reflect greater self-control and appropriate risk-taking. Although happiness in life or feeling of subjective well-being can be obtained by various means. Every individual has different ways and means of attaining happiness or feeling of subjective well-being in their life. Some people resort to meditation, alcoholic beverages, smoke, drugs, or other interest in life.

Some of the studies have also shown that the consumption of alcoholic beverages harmed the health of individuals which induces negative feelings in them. It is also seen that consumption of alcoholic beverages reduces the feeling of subjective well-being (Nilkolaou,d. 2018). Few studies also indicated that moderate drinking increase the feeling of subjective well being but as consumption, alcoholic beverage increases the happiness level goes down (Hump shape relationship between the consumption of alcoholic beverage and feeling of subjective well being).

The above review of various pieces of the literature suggests that the researchers are trying to establish a relationship between the happiness and consumption of alcoholic beverages. Such studies are conducted in various parts of the world. There is no evidence of a conclusive study of the title of this

researcher paper. There is little known knowledge available about the concept of subjective well-being after consuming alcoholic beverages among the population of Delhi. There is no conclusive evidence that the consumption of alcoholic beverages has a co-relation with the income of the respondent.

This research paper aims to find the truth in the well-established fact that people drink for satisfaction or the consumption of alcoholic beverage provide the feeling of happiness among the people of Delhi. Sections 2.0 introduce the main review of literature or arguments that justify a specific relationship between drinking and well-being and reviews previous studies on the subject. Section 3.0 deals with research design and data collection. Section 4.0 deals with statistical tools used to establish relationships between the various dependent variables with independent variables of the study. The finding and analysis are done in section 5.0 whereas section 6.0 contains the conclusion, further scope for research, and limitation of study respectively.

2.0 REVIEW OF LITERATURE ON SUBJECTIVE WELL-BEING

Metcalf. D et al (2021) had noticed a small positive correlation between the consumption of locally produced distilled alcoholic beverages and the total well-being of an individual. The researchers also established that subjective well-being was associated with the income and age of the respondents. The frequency of consumption of locally produced alcoholic beverages also had an impact on the total well-being of an individual. The higher frequency of consumption had a higher sense of well-being.

Sahai. A & Mahapatra.M (2020) had summed in their study that subjective well-being has both positive and negative impacts on the mental health of an individual. Happy people enjoy good physical and mental health, live long, enjoying good social relations among their peers. These people are also found to be more productive at the workplace.

Diener, E. (2020) observed that the maximum populations are moderately happy in their life but they wish that they could be more satisfied and enjoy life more. Happiness has a different meaning to a different person. Everyone takes a different path to achieve the same in their life. One size does not fit all. A person might be strong in one area and deficient in other areas. People with prolonged serious unhappiness might need help from a professional. Thus, recommendations for how to achieve happiness are often appropriate for one person but not for others. The author suggested that to make your life more meaningful, reduce the downer in the work area, try to see the bright side of life or any

proposal, find the people who make feel good about you, give support to others with any conditions and do work that you love the most.

Kopsov, I (2019) studied the various model of subjective well being that defines the happiness and subjective well being. It was proposed by the author that there is no universal model that can define human happiness and feeling of subjective well-being. Subjective well-being is derived from the algorithm of human behavior. There are various paths and methods to achieve happiness, satisfaction, and feeling of subjective well-being. Happiness can be measured through physical & social environment, human behavior, and risk analysis of life

Azizan. N & Mahmud, Z (2018) had conducted a systemic review of 33 articles retrieved from various academic search engines such as Google Scholar, Science Direct, and Scopus indexed research papers within a period from September 2017 to January 2018. It is found from reviews that personality factors, health, religion, income level, financial health, and employment status are the most important determinant of subjective well-being among the society.

Nilkolaou,d. (2018) had found in his research that consumption of alcoholic beverages, drugs, and sex reduces the happiness or feeling of subjective well-being. Whereas risky behavior of increases happiness. It is also found that sex with multiple partners increases the satisfaction level but does persist for a very long time. Even the consumption of marijuana does increase the happiness level of an individual. All these activities may increase the satisfaction level for some time but the feeling of happiness does persist for a long time.

Parackal.M et al. (2017) said that the measurements of happiness can explain the global implication of alcohol consumption in wellbeing terms. The author also advocates the consumption of a moderate amount of alcohol is good for the individual in society. Whereas drinkers of a high amount of alcohol create a negative impact on society thus no good for subjective well-being.

Hong-Xing Hu et al. (2017) had found in their study that the heavy drinkers of alcoholic beverages are found to be less happy and exhibit a higher sedation effect. The higher sedation effect makes them indulge in anti-social activities. Similarly, the light drinkers of alcoholic beverages were found to be happier and exhibited socially acceptable behavior.

Oksanen, A. & Kokkonen (2016) said that the feeling of subjective well being associated with high social-economic status and drinking wine during a meal. People are highly motivated to maintain their higher

social status by drinking wine during a meal thus ensuring a high level of feeling of subjective well-being. It is also noticed that wine drinking has a positive health benefit. The moderate drinker of wine maintained good health. Thus good health conditions also resulted in a higher level of feeling of subjective well-being.

Albuquerque. B (2016) said that subjective well-being is a very intricate phenomenon of individual life. Subjective well-being is influenced by certain personality traits of the individuals. The author of the article also said that a happy individual is likely to be a happily married optimistic extrovert, having a good social network of friends for support, feels fulfilled at work, These people are religious, enjoys active recreational pursuits, exercises regularly, and feels they are in good health. He or she is also likely to have their basic needs met and live in a democratic country that respects civil rights and freedom of speech.

Geiger. B, Mackerron (2016) had measured the happiness among the I- phone users in London and found the respondent had shown an increased level of subjective well-being after consuming alcoholic beverages. The researcher had also conducted the same study on different occasions with a different set of peer groups among the men and women and found the feeling of subjective well-being does not change significantly after consuming alcoholic beverages.

Massin.S & Kopp. P (2011) had observed that all the drinkers were happier and data showed a hump-shaped correlation between Consumption of alcoholic beverages and feeling of subjective well-being. The level of happiness and satisfaction was found to decreasing with an increase in the alcohol volume among women under age 30. Moreover, in subsamples of the subject over 30 years, the quantity that is associated with the greatest satisfaction varies for men and women. 130 grams of pure alcohol consumption is required for men and 40 grams of pure alcohol consumption is required for women. It is also noted that middle-aged women are not subjected to addictive drinking behavior. The amount of satisfaction is found to be linearly decreasing with quantity consumed among men over 30 years and women less than 30 years. It is also observed that moderate high drinking was found to be associated with a decrease in satisfaction.

Bhattacharyya et al. (2008) found that positive feelings were associated with healthier levels of heart rate variability. Negative emotions harm cardiovascular, immune, and endocrine systems in humans, whereas positive emotions appear to help them. Levels of subjective well-being influence health, with

positive levels helping health and negative levels harming it. Through an accumulation of studies, we are beginning to understand not just that subjective well-being influences health, but how this occurs.

The entire researcher had observed that alcohol consumption has a subtle and unique relationship with a feeling of subjective well-being. Moderate drinking has a positive psychological impact on the brain which in turn imparts the feeling of happiness and subjective well-being to an individual. Alcohol consumption facilitates the celebration of important dates of life, social gatherings, etc. It can be considered as a pleasurable activity, associated with high well-being. On the other hand, alcohol abuse has important detrimental effects. The acute intoxication on several occasions leads to several diseases high blood pressure, pancreatic damages and depression, injuries (accidents or violence), as well as social exclusion. For this reason, heavy alcohol consumption is associated with low levels of well-being. The authors suggested a hump-shaped relationship between alcohol consumption and well-being, "moderate" drinking is positively correlated and "excessive" drinking being negatively correlated with satisfaction. The study on the phenomenon of subjective well-being is very old. Various researchers had tried to establish a relationship of happiness with alcoholic beverage consumption. Some of the above-mentioned researchers report that correlations between these two alcoholic beverage consumption and feeling of subjective well-being are low and not significant, but a reversed U-pattern seems plausible. Moderate drinkers of alcoholic beverages seem to be happier than abstainers and heavy drinkers. The highest level of satisfaction is obtained when 3-4 glasses are consumed per occasion.

The above-mentioned researcher agrees to the fact that the transitional analysis raises our attention about the fact that moderate high drinking is associated with a durable decrease in satisfaction, but that moderate drinking might serve as an efficient self-medication device.

3.0 METHODOLOGY:

The main purpose of this research paper is to assess the feeling of subjective well-being after consuming an alcoholic beverage.

- **RESEARCH DESIGN** - The research design used for the study is a co-relational quantitative design. It measures the relationship between the two variables of the study. The variables of the study are not controlled by the researcher. The relationship between the variables could be positive or negative or no relation.
- **LOCALE**- The locale of the present study was Delhi, India. The data for the cross-sectional study were collected from age groups almost ranging between 25 to 50 years. The respondents were

relishing alcoholic beverages at regular intervals. The demographic variables included were age, employment, gender, education, and income. In the study 77% were male and 23% of respondents were female. The total number of the respondents was 178 out of which 148 were below 25 years of age, which accounts for 83.15% of the respondent. 28 of the respondent were between 26 to 50 years of age which accounts for 15.75% of the total respondents. 2 of the respondents were above 50 years of age which is 1.12% of the total respondents. 99% of respondents were below the age of 50 years.

- **SAMPLING TECHNIQUES & SIZE** - The non-probability purposive technique was used to select the respondent for the study. All the respondents were drinking alcoholic beverages on regular occasions. Sample sizes of 178 were taken.
- **TOOLS & TECHNIQUES**- The questionnaire were constructed with dichotomous, multiple-choice, Likert scale, and demographic questions. The questions about the study included demographic profile, consumption of alcohol, the quantity of consumption, satisfaction in life, satisfaction after consumption of the alcoholic beverage, smoking status. The primary data was collected through Google forms. The questionnaire was given to respondents who were drinking alcoholic beverages on regular occasions. All the people approached responded enthusiastically so the response rate of the data collection was more than 100%. 178 responses were gathered digitally through Google forms. The secondary data for the review of the literature was taken from various research papers available on the internet websites
- **MEASUREMENT OF VARIABLES OF THE PRESENT STUDY** -The main dependent variable of the study was life satisfaction. To measure their response Likert scale of 1 to 5 was used. 1 being not at all satisfied to 5 being fully satisfied. Respondents must tick one of the following answers: fully satisfied, rather satisfied, satisfied, less than satisfied, not at all satisfied. There is great debate concerning the life satisfaction the various psychiatrists. The feeling of subjective well-being (SWB) is also related to other factors of social life such as education, sex, income, and psychological state of mind. The main independent variable of the study was the consumption of alcoholic beverages. The amount consumed was calculated with help of the frequency of alcohol consumption and the number of alcoholic beverages consumed during a session of drinking. However, there is a considerable amount of debate among scholars about the independent nature of this variable. Some scholar believes that demographic profile such as education, sex, income and psychological state of mind can also impact the consumption patterns and amount of alcoholic beverage during a single session of drinking. Other control

variables of the study were age, sex, marital status and income, and education status. These control variables are likely to influence the consumption of alcoholic beverages and satisfaction level in life.

4.0 STATISTICAL ANALYSIS

The data collected was compiled and analyzed using Microsoft Excel and Minitab 14 software. Both parametric and non-parametric statistical tools are used in the analysis of the primary data. The inferential statistic tools viz a viz correlation and regression analysis were used to establish a correlation between the different variables of the present study. To establish the relationship between the dependent variable ie feeling of subjective well being and the independent variable ie consumption of the alcoholic beverage, the Pearson coefficient was calculated through Minitab 14. The simple regression was also carried out between both variables. Relation between the income status and level of consumption of alcoholic beverages was established by computing the Pearson coefficient in Minitab 14 software. To find out the level of consumption of alcoholic beverages among the people of Delhi, the descriptive statistic was used and calculated through Minitab 14 software. The internal consistency of data was measured by using the Cronbach alpha test with a 95% of confidence level.

5.0 RESULT & FINDINGS

Reliability- Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Cronbach's alpha provides a useful lower bound on reliability. Cronbach's alpha will generally increase when the correlations between the items increase. The Cronbach's alpha (α) is 0.712. The value of the test indicates that the data collected is reliable. There is an acceptable amount of consistency in the information gathered.

Empirical Analysis- The objective of the study was to assess the feeling of subjective well-being after consuming an alcoholic beverage amongst the people of Delhi. The simple regression analysis was carried between the independent variable and the dependent variable of the study. The value of the adjusted R square was 0.7935 which suggests that there is a positive and significantly strong relationship between both the variables. The study also suggested that the drawn satisfaction does not last very long. The respondent consumed alcoholic beverages for recreational purposes and achieving some satisfaction in life.

Regression Statistics	
Multiple R	0.8940

R Square	0.7992
Adjusted R Square	0.7935
Standard Error	1.5944
Observations	177

Exhibit. 1

The fitted line plot was drawn between the independent variable ie consumption of alcoholic beverages and the dependent variable ie satisfaction drawn after consuming alcoholic beverages. The analysis is placed below. The fitted plot also suggests that there is a linear relationship between both the variables of the study

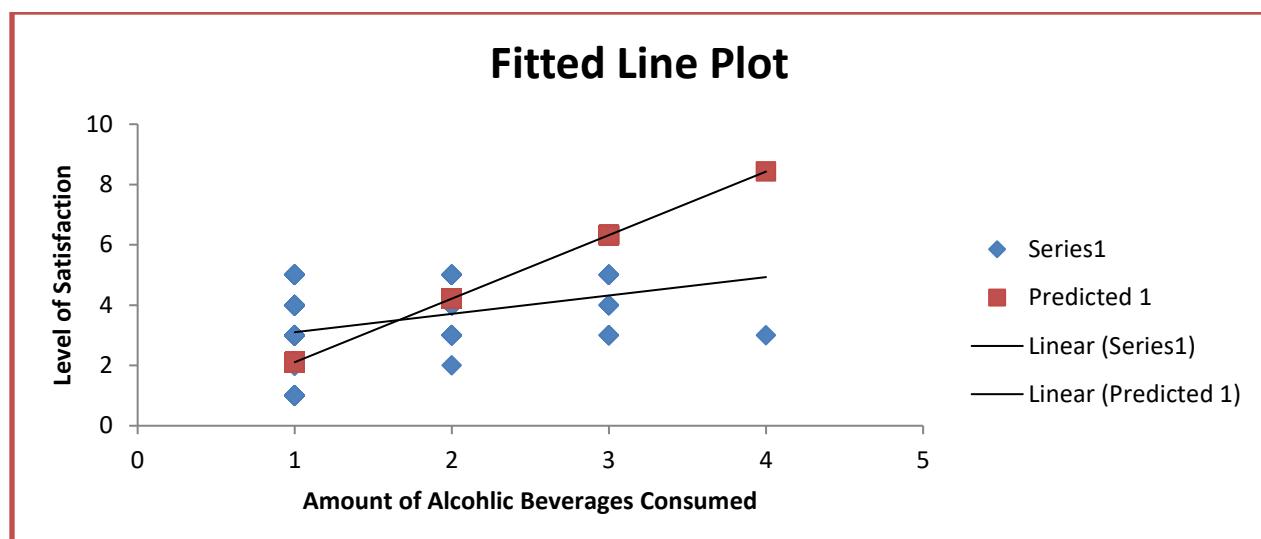


Exhibit.2 Relation between the alcoholic beverage consumption and feeling of SWB

The bivariate Pearson Correlation produces a sample correlation coefficient, r , which measures the strength and direction of linear relationships between pairs of continuous variables. The value of r is .316 which suggests that there is a moderate positive correlation between variables. The statistical p-value of regression analysis was near 0 at 95% of confidence level ($\alpha = .05$) and does not fall between the acceptable critical regions of bell curves. The value of p lies outside the critical region of the bells curve. The low p-value (< 0.05) indicates that there is a positive correlation between the feeling of subjective well-being after consuming alcoholic beverages among the people of Delhi.

Frequency of Consumption of Alcoholic Beverage

Variable	N	Mean	SE Mean	StDev	Minimum	Q1	Median
Alcohol consumed	178	1.3596	0.0481	0.6422	1.0000	1.0	1.0

To compute the amount of alcoholic beverage consumed by people in Delhi, the descriptive statistic was obtained from the Minitab 14. The mean was 1.35 with a standard deviation of .64, which means that the people in Delhi consumed alcoholic beverages a minimum of fewer than 4 pegs of 60 ml per occasion or a maximum of 6 pegs of 60 ml per occasion. The mean of frequency of consumption is 3.71 with a standard deviation of .55, which mean that people Delhi consumed alcoholic beverage once or twice a month. The value of the Pearson coefficient of correlation r is -0.453, which mean a moderate negative correlation between the frequencies of consumption of alcoholic beverage and the level of income of respondents.

Relation between the income status and level of consumption of alcoholic beverages –

Similarly, the objective of the study was to establish a linear relationship between alcohol consumption and income status. The Pearson coefficient correlation between both variables was 0.014 which suggest that there is week positive correlation between the dependent variable ie consumption of alcoholic beverage and the independent variable ie level of income of the respondent. It also implies that the level of income does not influence the consumption pattern of alcoholic beverages among the people of Delhi. The fitted line plot between both the variable also suggests that the consumption of alcoholic beverages have no relation with income status of respondents.

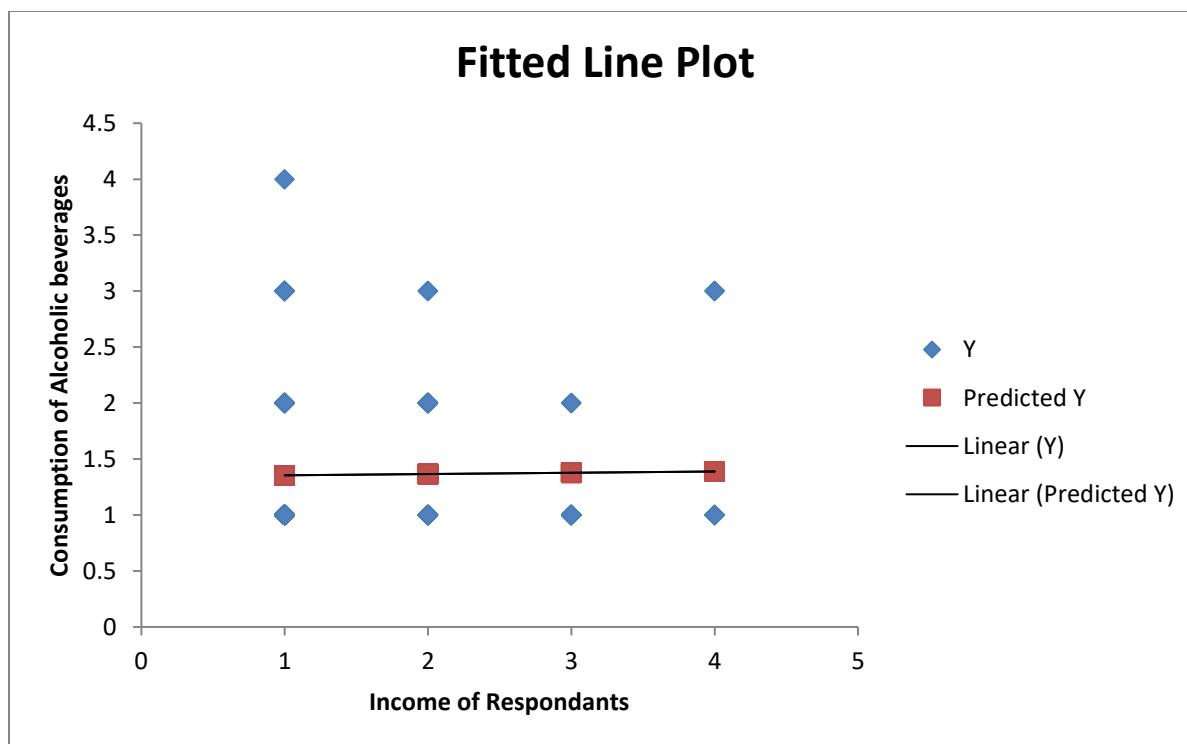


Exhibit.3- The relationship between the levels of income to consumption of alcoholic beverages

6.0 CONCLUSION - The finding of the present study suggests that there is a linear correlation between the independent variable ie consumption of alcoholic beverages and feeling of happiness. The feeling of subjective well-being is positively related to the consumption of alcoholic beverages (Matcaff. D et al, 2021 and Parackal.M et al, 2017). I also think that these two variables are linked with a very intricate relationship that needs to be further investigated with more concentrated effort and a larger scale (Albuquerque. B, 2016). It has been seen that consumption of alcoholic beverages does bring a certain amount of happiness or feeling subjective well-being in the life of individuals. But it is also observed that people drink alcoholic beverages to celebrate the important milestones of life ie receiving awards, promotions in jobs, marriage, anniversaries, the birth of a child, etc. It has been seen that every moment of success is celebrated with an alcoholic beverage in every spectrum of life. But unhappy people drink to forget the bad moment of their lives. An employed and socially active person makes you feel happy and offers more occasions to drink where an unemployed individual may not have plenty of chance to drink. The findings of the study also suggest that people of Delhi drink less than 7 pegs on all occasions with few exceptions. The consumption level also does not change with the increase in the income levels of the respondents. The quality of the alcoholic beverage may change with an increase in the income status of the individuals of Delhi.

The production and subsequent consumption of alcoholic beverages is a very important economic activity in the world. It is an age-old economic activity. Every civilization on earth has produced and consumed alcoholic beverages. It has been associated with humankind since its inception. Consumption of alcoholic beverages does provide a feeling of subjective well-being but abuse of alcoholic beverages harms society. It is a difficult task to strike the balance between the positive impact and negative impact of consumption of alcoholic beverages. It is very important to balance economic measures with societal progress. The feeling of subjective well-being has a great impact on all spectrums of life such as social behavior of individual, mental & physical health, economic productivity. The feeling of subjective well-being has a tangible impact on society. The policymaker must ensure that the consumption of alcoholic beverages has a minimal negative impact on society.

SCOPE OF FURTHER RESEARCH -Many factors are responsible for subjective well-being, i.e. social relationship, ability to meet the basic needs of life, own ability to face various challenges thrown to them by their life circumstances, adaptability to meet the life changes. It has been found that happier people are more productive and vice versa. It has also been observed that happier people are healthier and live longer in their life. In other words, people with a high level of subjective well-being seem to be healthier and function more effectively compared to people who are chronically stressed, depressed, or angry. Thus, happiness does not just feel good, but it is good for people and those around them. It is widely believed that the consumption of alcoholic beverages, smoke, and drugs induces a feeling of subjective well-being.

Researchers in this field are required to collect more data to confirm our interpretation of the present study. Data should be collected frequently from the different sections of society. This research can carry out on the people of different demographic profiles ie high-income groups to the low-income group, gender basis, education status, people of different states, ethnicity, and linguistic groups, etc. Data collected on a more frequent basis could probably allow a better understanding of the dynamics linking alcohol consumption and happiness.

The feeling of subjective well-being is induced by many factors of individual life. It is induced by the usage of drugs, alcohol, smoke, consumption of alcoholic beverages, meditation, achievement of life, the societal status of the individual, etc. Further research is needed to carry out to establish the relationship between happiness and other independent variables as mentioned in the present study.

Experimental research can be carried out in a more controlled environment to establish linear relations among dependent variables ie feeling of subjective well-being (SWB) other independent variables ie consumption of alcoholic beverages by different income groups, people of different states, linguistic background, etc.

LIMITATIONS OF PRESENT STUDY- The empirical results reported herein should be considered in light of some limitations. The present study was carried out during the lockdown of the country due to a worldly pandemic called COVID-19. The entire nation came to standstill. During this period the whole nation was running on the internet / online. The physical access to secondary data about the study was not available. There was limited access to secondary data about the present study was available internet. The primary data for the study was collected through online mode. There was no personal connection between the researcher with the respondents. The method of data collection was simple random sampling which may not give a true representation of the entire population. The respondent may have a certain cultural bias towards filling the questionnaire for the present study.

CONFLICT OF INTEREST STATEMENT

None declared

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