

## Grounded theory of drinking behavior on male adults

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### Abstract

This paper starts from the drinking culture of male adults, and then connects to the macro level of male adults' drinking values and their social context. This study applies grounded theory to conduct grounded field interviews with male adult drinking groups, and carries out open coding, axis coding and selective coding to obtain the meaning of the text. This study contributes to the "grounded theory of male adult drinking behavior" saturated with emergence theory, and puts forward insights into the demand value context path, expectation value context path, and environmental value context path. In the research system of drinking culture, it presents the value and integrity of theoretical views.

**Keywords:** Grounded Theory; Drinking Behavior; Male Adults; Demand Value; Expectation Value; Environmental Value

### 1. Introduction

Drinking was once regarded as a symbol of power [1], and drinking culture was also regarded as a link between culture and value [2]. For example, poetry and wine reward singing was an early form of drinking culture [3]. [8] It is pointed out that the drinking culture of ordinary people is formed when they study in middle school, university or male military service. Studies on drinking in various countries have found that most of them have drinking experience, and there are not a few teenagers with drinking habits [2, 3, 4, 5, 9]. [6] It is pointed out that the definition of male adult refers to all citizens who have reached the age of 18, regardless of their gender and mental health status. This study defined male adults as focusing on 18-65 years of age.

[31] From the perspective of personal, family, social and cultural factors, we can find that the factors affecting teenagers' drinking are diverse and complex. From the perspective of teenagers' drinking motivation, the establishment of interpersonal relationship, interaction and stress response are the common variables of many factors affecting teenagers' drinking [3, 6, 7]. Drinking behavior is regarded as a way to help them establish and interact with their interpersonal relationships, and timely respond to life pressure and academic pressure [9,13]. In addition, the stronger the pursuit of sensory stimulation, the higher the proportion of trying to drink, and the more common the occurrence of drinking culture [10,21]. In addition, the extent to which family factors affect teenagers' drinking culture can be explored from the culture and attitude of drinking between parents and siblings of their original family [23]. [17] It is pointed out that families with mothers who drink alcohol have a higher proportion of children drinking alcohol, and the drinking behavior of siblings will also significantly affect teenagers' drinking decision-making [31]. Just as in peer groups with drinking behavior, teenagers are more likely to be exposed to drinking behavior [11, 14, 19].

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There are three common phenomena to explain the reasons for drinking: (1) teenagers who have just entered puberty begin to establish and expand their interpersonal relationships, and gradually increase their responsibilities for family and school [8,12]; When faced with a potentially stressful environment, teenagers are prone to drinking and other behaviors if they lack the ability to deal with stressful events such as interpersonal relationships, family and School Affairs [30, 35]. (2) Compared with children and adults, teenagers perceive that their living environment is challenging and full of pressure. Teenagers often feel pressure in life and are easy to drink [12,32]. Therefore, when teenagers are unable to adapt to the actual experience and perceived too much pressure, it is easy to increase the use of substances (referring to alcohol and other substances) [34, 38]; (3) When faced with life difficulties and unable to adapt, teenagers tend to deal with life problems in an evasive and negative way [12, 23, 30, 41].

When male adults face difficulties in life, they are easy to respond to them with material use or other deviant behaviors [8, 22, 34, 36, 41]. In reality, drinking alcohol to eliminate the discomfort caused by tension or reduce stress is the common experience of most drinkers [2, 18, 35]. When adults encounter major and unexpected events and cannot deal with them, they often have the behavior of drinking, and often deal with the discomfort caused by stress by drinking [22]. Teenagers in adolescence often face the pressure of changes in their studies, life situations, work and economic independence when they begin to have behavioral autonomy, face parental control and argue with their parents, making life uncertain [26, 31, 35].

In the past literature, scholars' description of male adult drinking behavior is not consistent and common, so there is a research gap, which cannot show the integrity of drinking behavior and the overall values. Therefore, this study takes male adults' self-subjective cognition as the starting point to explore the perception and values of drinking behavior. Therefore, the purpose of this study is: (1) to explore the textual significance of male adults' self-subjectivity in drinking behavior; (2) Construct the overall model of male adult drinking behavior.

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## **2. Literature Review**

### **2.1. Study on drinking behavior**

Magistris et al. (2011) pointed out that drinking culture has been an element of male culture since ancient times. Drinking can be said to be the privilege of men, and women's drinking is often strictly regulated by society. [37] The study pointed out that there was no significant difference between genders in drinking issues, but the research performance of [17] highlighted gender differences. [32] in the gender role of drinking culture, it is pointed out that in a conservative rural society, women's drinking is more likely to be regarded as a deviant behavior than men. In the conservative rural society in the past, only men were encouraged to participate in social occasions, and women were rarely encouraged to participate in drinking meals. Therefore, there should be more negative people for the value of drinking [34]. Due to the strong masculine color of drinking culture, it can be predicted that men and women may have different views on the value of drinking [21, 25, 29, 34].

### **2.2. Study on adult drinking behavior**

Saayman (2015) pointed out that adult drinking behavior can be said to be a social behavior; [7] It is pointed out that in the general dinner party of adult drinking, drinking cocktails is a performance of improving interpersonal relations. Wine tasting is regarded as an important interface food that can strengthen peer feelings, solve peer conflicts and eliminate schoolwork pressure. Therefore, it shows that adult drinking behavior is recognized as having some positive effects in the whole interpersonal relationship [32]. From the perspective of social psychology, social interaction occurs in the context of culture [31]. Basically, the basic elements of behavior include values, norms, language and symbols. [28] Also points out that adult drinking behavior and values are closely related. Different drinking cultures will affect the views and needs of adult drinking behavior and the acceptance of drinking, resulting in different drinking behaviors.

Charters and Pettigrew (2006) agree that wine can undoubtedly be used to demonstrate elite culture and social capital. However, she pointed out that since its democratization (after the 1970s) and integration into the lifestyle of most British adults, it has also gained some popularity in the mass market and fast-moving consumer goods (FMCG). [21] Further suggested that since wine has become a common purchase method for some consumers, they may not even think they are "buying wine", and this purchase method requires little participation and has no special significance. This type of purchase is likely to be for private rather than public consumption. In addition, [22,35] research shows that because the prices of FMCG in supermarkets need to be consistent, consumers may not know the actual price they pay for daily purchased goods (such as daily wine). They are more affected by positioning [19] and point of sale percentage discount [39].

Mehta and Bhanja (2018) suggests that there may be other subconscious factors that affect self-cognition and actual behavior, especially in trading. Their research shows that alcohol TV advertising has a greater impact on young people than other types of media. Although there is almost no direct correlation between the type of advertising and the type of drinking, their results do strongly show that most alcohol TV advertising is mainly promoted among Caucasian middle-class men aged about 26-40. In their research, the most attractive thing about these advertisements for young people is to use humor and show that people have fun and communicate with friends. [30] Suggest that this has a yearning impact on young adults who want to grow into the kind of situation described in the advertisement, that is, spend a cool and interesting time with other attractive people in bars, clubs and restaurants. [15] Research on alcohol in TV soap operas supports this view; the use of alcohol on television shows that it is a normal and fairly risk-free social promoter. Both men and women use it to improve social situations, especially in bars. They believe that teenagers and young people are particularly vulnerable to this image of public drinking behavior.

In real life, [33] discussed that in the UK, especially in bars, a very strong traditional public drinking culture is buying rounds. In this activity, members of a group buy for others in the group, and then they return in turn. It is expected that all members of the group will eventually buy the same number of rounds, so everyone in the social group will share the drinking experience. Traditionally, this behavior will be dominated by men and beer. However, [38] shows that as more and more women get similar wages to men in the labor force, the need to "pay their own way" in public drinking groups may be a factor in increasing wine consumption and increasing female alcohol abuse. Trade environment in the UK [40].

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### 3. Research Design

This study adopts the research method of grounded theory to analyze and explore open coding, spindle coding and selective coding [44,45].

In order to enable actors (researchers) to jointly construct meaning in the interview [46], each interview should make an appointment with the interviewee in advance to inform the interview topic, so as to jointly create a data text that can be understood by each other. Therefore, in the interactive process of the interview, they constantly create new meaning [47, 48]. Therefore, the interview outline of adolescent drinking culture is designed as follows: (1) drinking motivation? (2) In addition to the above factors, what are the important factors to attract teenagers to choose this brand of wine? (3) Does the drinking environment affect the amount of drinking? (4) Is drinking influenced by peers? (5) Does drinking bring a sense of achievement? (6) Does the family know and agree to drink? (7) Have you ever been drunk? (8) Can drinking affect your mood? (9) How often do you drink alcohol on average? (10) The meaning of drinking?

The subjects were interviewed with 30 respondents. Based on the sampling principle of grounded theory, this study began to conduct in-depth interviews with 10 adults on drinking behavior [49]. Firstly, two adults were selected randomly to find out the possible attributes, and then the next sample was found according to the found attributes. After interviewing the first two respondents, this study found that colleagues may be the factor affecting drinking. Therefore, in the next sampling, we took this as the starting point to select adults with great differences in the influence of colleagues. The third to eighth samples belong to the snowball sampling method [44, 45]. After interviewing an interviewee, immediately look for interviewees related to the attributes newly found in the study through the relationship of the interviewee. For example, the seventh respondent was significantly different from the first six in two attributes: colleague influence and lifestyle; After completing the top 8 interviews, it was found that lifestyle may be an influencing factor, so we began to look for samples with different ages from the top 8 respondents in the samples from 9 to 16 [46]; The 9th to 18th respondents were the researchers. They were recruited in a random way [48]. After interviewing the 30 respondents, the researchers found that the attributes had reached saturation through preliminary data analysis [49]. However, in order to achieve theoretical sampling saturation and increase its preciseness, in addition to 30 respondents, this study continues to interview 6 respondents. The sampling principle is that the age gap is higher than the previous respondents, and the saturation principle of theoretical sampling is consistent with qualitative research [46, 49, 50].

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### 4. Text Analysis

At this stage, the text analysis of grounded theory is carried out in order to obtain the text significance of adolescent drinking culture [44]. In order to efficiently sort out the interview data of 30 respondents, this study analyzed the coding results in three stages with the help of qualitative coding software qsr-nvivo12; Find out the concept of the phenomenon that adults choose to drink, and carry out the following steps:

#### 4.1. Open coding process

This study began to carry out open coding for the interview content [45]; (1) First define the phenomenon; (2) Then generate concept labeling; (3) Conduct line by line analysis induction [46].

#### 4.2. Axis coding process

From open coding, this study makes an overall induction, and summarizes the concepts of the same properties into a higher-level context bound concept. This process is spindle coding [47]. As shown in Table 1.

**Table 1** Axis Coding and Open Coding

NO.	Axis Coding	Phenomenon Description	Open Coding
1	Drinking occasions	Because they meet to drink at a specific party or day	They drink at parties
			Joy factor
			Birthday drink
			Wedding party
2	First drinking	Try drinking out of curiosity	Drink out of curiosity
			Drink secretly
3	Types of wine	There are many kinds to choose from today	Drinking depends on the type
			There are many kinds of wine
4	Influence of mood	Drinking can affect the change of mood. For example, if you are in a bad mood, you can get some improvement.	Lovelorn will drink
			Drinking can express your mood
			When you are depressed, you will want to drink
			Does drinking improve mood
			Drinking can make you feel happy
			Drinking can strengthen courage
			Will affect the mood
5	fulfilment	Drinking can make the psychology get a sense of achievement such as winning over others or being strong	Have a sense of achievement
			Drinking will try to beat others
			I can't drink well, but I can still drink
			Drinking feels good
			No sense of achievement
6	Surrounding environmental impact	Some will be affected by the people around them, but others will not be affected.	Peer influence
			Family influence
			Colleague influence

			Elder influence
7	Drinking habits	Don't drink alone	Don't drink alone
			Won't refuse an invitation
8	Self-consciousness	Be able to control the amount of drinking	Self-restraint
			Can't compare with others
9	Drinking atmosphere	In happy occasions, drinking can add to fun	Wine can promote the atmosphere
			Love to have fun together
10	Does your family agree	For drinking, whether the people around you agree or not will also affect the number of drinking Discuss drinking with family	Mom agreed
			The family agreed to drink
			Girlfriend against
			Elders agree
			The wife agrees
11	Location	Will the location affect the amount of alcohol consumed	Location will affect the amount of alcohol consumed
			Drinking is influenced by time
12	Drunken experience	After being drunk, some consciousness is still clear, while others are vague	Drunk, easy to fall asleep
			Drunk, unconscious
			Drunken experience
			Good wine
13	Drinking factors	Drinking doesn't need any factors	Drink for no reason
			Drinking is as common as smoking
16	Average drinking times	Once a month at most	Once a week
			Once every two weeks
			Once a month
17	Gender	Differences in the concept of drinking between boys and girls	Gender cognition

#### 4.3. Selected coding of text meaning

In addition to considering the internal factors of each facet, the selection of coding also has the relationship with other facet factors. Therefore, the following methods are used to achieve the purpose of selecting coding in grounded theory [48]: (1) connecting the relationship between categories; (2) Strengthen the relationship between evidence and concept; (3) Continuously look for the attributes of the main category and sub category, and confirm the orientation of the data; (4) Explore and explain the verification in the phenomenon [49]. As shown in Table 2.

**Table 2** Selected Coding and Axis Coding

NO	Selected Coding	Phenomenon Description	Axis Coding
1	Environmental value	Drinking will be influenced by peers, which can promote the atmosphere. The number of drinking will increase or decrease depending on the location, and whether the family agrees or not will also affect the number of drinking	Surrounding environmental impact
			Drinking
			Drinking occasions
			Atmosphere
			Location
2	Demand value	Drink out of curiosity for no reason. Drinking can improve bad mood and bring a sense of achievement.	Does the family agree
			First drinking
			Factor
			Influence of mood fulfillment
3	Expected value	After drinking, the expectation of drunkenness experience and self-consciousness of drunkenness and drinking feeling.	Types of wine
			Drunken experience
			Self-consciousness
			Drinking feeling
			Physical health
			Average drinking times
Gender			

Based on the grounded theory in Table 2, the coding process is selected to explore the verification results in the phenomenon. This study has obtained the textual significance of three drinking behaviors: "environmental value", "demand value" and "expectation value".

## 5. Results

This study emphasizes the emergence theory from text meaning [44], and the theory also comes from the meaning sharing system of symbolic interaction between texts. Through the systematic application of grounded theory rules, it summarizes the main rules in context [46]. The established theoretical saturation framework is composed of three decision path constructs, which follow the meaning of establishing a theoretical model based on grounded theory [46, 47, 48]. The study found that there are three consumer culture decision-making paths, and the core concepts of these three paths will converge to form a "grounded theoretical model of drinking culture". As shown in Figure 1



## 5.2. Value context path of expectation

The core concept of expectation value context path is "expectation". The expectation context begins with a variety of motives for teenagers to drink, such as curiosity, emotion, and some specific festivals (interview text: F02; M05; F06; M07; f08; F09; M12; F14; F15; M17; M19; M21; M22; F23; M28; M30). And produce changes in attitudes and expectations towards drinking behavior [37, 39].

For example, it can help improve the mood, or promote the on-site atmosphere and the feelings between friends (interview text: F02; M03; M05; F09; M10; F11; F14). Others believe that drinking can make them feel like adults (interview text: M12; F15; M16; F18; F20). And under the influence of peers, they are more acceptable to drinking, and then affect their drinking attitude [12, 23]. For example, according to the grounded data, the first drinking is due to curiosity (interview text: F01; F02; M10; F11; M13; F18; F20; F25; f29). Secondly, because they are similar in age, they are more vulnerable to peer influence [26]. It is confirmed again by the interview rooted in the field (interview article: F01; M03; f04; F06; M07; M10; M13; F14; M17; M19; M21; M22; M23; M24; F26; M27; f29). These dynamic factors come from attitudes and expectations, and even affect drinking behavior.

## 5.3. Value context and path of environment

The core concept of environmental value context path is "environment". At the beginning, the environmental context path still stems from the introduction motivation of drinking, but different from the above context path, this path focuses on the place and occasion of drinking. For example, different drinking places, occasions and places will affect the amount of drinking (interview article: F02; M05; F09; M10; F11; M12; F14; F15; M16; F17; F23; f29). In addition, because of the different surrounding environment, the acceptance of drinking behavior will also change; The change of demand state is another factor that directly affects drinking behavior. For example, when you are depressed, you will choose drinking to temporarily improve your mood (interview article: M07; F11; M13; M19; M22; f29). In addition, during the party, they will also choose drinking to promote the on-site atmosphere (interview article: F02; M03; M05; F09; M10; F11; F14). These factors will affect drinking behavior.

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## 6. Discussion

For the industry, drinking is an important business opportunity. Wine can be drunk on any occasion, so it is purchased frequently. Because there are many kinds of products in the market and the selectivity is greatly improved, how to consolidate the customer base and attract customers to buy is another difficult problem for the industry. Preferences are changeable, and operators should also push through the old and bring forth the new to meet the needs. Whether in terms of wine types, promotion schemes and advertising, we should be able to attract attention, so that we can operate permanently.

For managers, drinking behavior is a topic worthy of in-depth discussion. Whether it's the motivation of drinking or the influencing variables... It's worth discussing again and again. Especially for the motivation and influence of drinking; Why drink? What changes can drinking bring? These are topics that can be studied for a long time. Also, why is it that in today's society, the age of drinking is constantly getting earlier, and the family may not be able to prevent or oppose it? This is the change of today's society. The meaning behind it is worth thinking about!

### 6.1. Research limitations and suggestions

Due to the geographical and time constraints of the researchers, the geographical factors could not be revealed in this study, which is the limitation of this study; In the future, it is suggested to expand the geographical scope of the sample to explore whether geographical factors also affect drinking behavior patterns. Secondly, the samples of this study are all from the people around the researcher, and their life style and work style have a certain correlation with them, which is the second limitation of this study; it is suggested that future research can strengthen the variability of samples and find samples of different lifestyles and work styles. The biggest limitation of qualitative research is that it is unable to investigate a large number of samples, which is the third limitation of this study. It is suggested that this model can be verified in combination with quantitative methods in the future.

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## 7. Conclusion

The conclusions of this study have three contributions. First, the context and path of demand value. Including the intensity of curiosity relationship, emotional relationship and specific Festival relationship, its motivation is more inclined to emotional motivation and specific Festival relationship, which can promote the atmosphere and temporarily improve the mood, so that the drinking behavior can meet the overall demand value of male adults. Second, the expected



value context path. These dynamic factors come from the attitudes and expectations of male adults, and even affect drinking behavior. Third, the context and path of environmental value. Different drinking places, occasions and places will affect the amount of drinking. These factors will affect the drinking behavior of male adults.

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## Compliance with ethical standards

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### *Disclosure of conflict of interest*

The authors declare that there is no conflict of interest whatsoever among the authors in the cause of executing this research work.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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