Exploring Motivational Factors Behind Alcohol Consumption: Approach to Tailored Marketing

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ABSTRACT

This paper offers a comprehensive summary of the debates and insights within the scientific discussion on the motivations behind drinking cultures, specifically focusing on factors driving alcohol consumption among millennials. The primary objective of research is to identify the motivational factors that encourage millennials to consume alcoholic beverages. Systematization of existing literature and approaches to addressing consumption trends among millennials. The drinking habits are influenced by parental, peer, societal pressures, emotional and psychological needs. These patterns show that millennials turn to alcohol as a coping mechanism for stress and failure, with consumption frequently linked to socialization and stress relief. The knowledge of these factors is critical to developing effective marketing strategies for the millennial segment.

This research may help create effective and relevant marketing strategies that connect with millennials' reasons for drinking. The paper, titled "Exploring Motivational Factors Behind Alcohol Consumption: Approach to Tailored Marketing" follows a structured and logical sequence to present its findings. Methodologically, data was collected using non-probability random sampling techniques focused on millennial participants. The analysis involved nonparametric statistical

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tools such as convergence and discriminant validity tests, HTMT analysis, Cronbach's alpha, KMO Bartlett scores, univariate and multivariate outlier tests, confirmatory factor analysis (CFA), and structural equation modelling (SEM).

The results of the empirical analysis revealed four motivational factors driving alcohol consumption among millennials: internal positive motives, external influences, internal negative motives, and dominance motives. Internal positive motives and external influences showed a moderate effect, while internal negative motives had a weak impact, and dominance motives were found to have an insignificant effect on millennials' alcohol consumption behaviour. The research empirically confirms and theoretically supports the idea that targeted marketing can be developed by understanding these motivational nuances.

This study offers valuable insights for branding and marketing professionals in the alcoholic beverage industry aiming to engage the millennial demographic. By recognizing the varying motivations that influence millennial drinking patterns, stakeholders can design effective business strategies that resonate with this group's social and psychological drivers, ultimately enhancing brand engagement and business outcomes.

1. INTRODUCTION

There is a growing academic and market interest in exploring drinking cultures, as researchers are increasingly motivated by local cultural, social, and political contexts. Much of the discourse around drinking cultures tends to focus on regional, national, or social dimensions. While these studies primarily analyse drinking patterns and associated challenges at a macro level, they offer valuable insights into the complex, multi-dimensional nature of drinking cultures (Savic et al., 2016). Alcohol consumption is seen as a staple of social behaviour, influencing attitudes and interactions in impactful ways. While various factors shape drinking patterns such

as parenting styles, peer dynamics, and family bonds (Hamilton et al., 2021) but these factors also provide insightful avenues for marketers to understand audience motivations. For instance, Ofokansi et al. (2021) identified parental influence, peer pressure, and easy access to alcohol as key factors attracting individuals toward drinking, underscoring the importance of accessibility and social influence in marketing strategies. Beyond these, emotional motivators such as stress relief, thrill-seeking, and impulsive behaviour have become influential in consumers' decisions around alcohol consumption. Keila do Carmo et al. (2015) emphasize the element of "fun in drinking" as a gateway to social interactions, a theme marketer leverages to position their offerings as catalysts for memorable experiences and social bonding. Among working professionals, drinking has shown strong associations with job satisfaction, mood elevation, stress relief, and improved communication, creating a market space for alcohol brands to align with themes of relaxation, networking, and professional resilience (Yuna Ma et al, 2022). The understanding of drinking motivations provides valuable insights for crafting targeted marketing messages that resonate with consumers on both a personal and social level.

While alcohol is widely integrated into cultural and social norms across civilizations, its adverse effects on health, family dynamics, and societal stability cannot be ignored. Evidence suggests that alcohol use, both at individual and societal levels, carries physiological and psychological repercussions (Comasco et al., 2010). Some enjoy alcohol as part of their lifestyle, heavy drinking has been linked to increased stress and low self-esteem. Excessive drinking often leads to sadness, stress, and anxiety (Cooper et al., 2008). While many seek alcohol as a way to cope with emotional distress, manage failure, and find new experiences (Eze et al., 2017). Understanding these nuanced impacts opens opportunities to promote responsible drinking campaigns and position products around moderation. Recognizing these challenges,

marketers can target products and messages to encourage healthier, mindful consumption patterns that appeal to younger consumers' needs for emotional stability.

Marketing strategies that resonate with millennials might focus on the themes of adventure and exploration, promoting lower-alcohol options or creative alternatives that address emotional wellness. It presents an opportunity to align products with positive emotional triggers and uplifting experiences rather than relying on coping narratives. A broad range of research on millennial drinking behaviours across Europe, Africa, and East Asia reveals local cultural preferences and drinking norms, offering valuable insights for region-specific messaging and positioning strategies (Kounnavong et al., 2021; Ofokansi et al., 2021; Carmo et al., 2015). By integrating an understanding of these cultural nuances, marketers can create campaigns that not only appeal but also responsibly address consumer motivations and lifestyle aspirations.

The research pertaining to the motives for drinking alcoholic beverages has been heterogeneous with regard to models and results. The previous models (Khavari and Douglass, 1980) on the consumption of alcoholic beverages among millennials were centred around positive and negative reinforcement motives. Later on, a three-tiered model was suggested by Cooper et al. (1992), which focused on internal and external positive motives and internal negative reinforcement. The current research proposes a four-tier model based on internal positive motives, internal negative motives, dominance motives, and external influences. Furthermore, our study in contrast evaluates factors responsible for the consumption of alcohol by millennials in India, a large country that is culturally, geographically, and religiously diverse. Economically, it has a huge middle-class population, with a large segment of the middle-class population earning levels of $6000 to $36000 per year, a number expected to double by 2047, when the Indian income pyramid is expected to be the smallest at the bottom, a huge mid-range bulge, and a big, creamy, rich layer on top (Business Standard, 2022). The goal of our research is to identify the various motivators for millennials' consumption of alcoholic beverages. Additionally, our study shall also seek to investigate the relationship between such motivational factors.

2. REVIEW OF LITERATURE

Globally, millennials are now more numerous than baby boomers. They are also proving to be market leaders, especially in the financial sector. Millennials, born between 1981 and 1997, are also the most educated (Chiavarone, 2019). In 2021, Millennials and Generation Z made up 52 percent of India's population, higher than the global average of 47 percent ("Gen Z and Millennials: Reshaping the Future of the Indian Workforce," 2022). The demographic analysis of drinking patterns shows that 53 percent of Millennials consumed alcohol (Biggs, 2022). A large percentage (28%) of Millennials follow a unique drinking pattern of home drinking for convenience and rely on YouTube for bartending tips. Additionally, they are also turning to premium alcohol products, but at the same time, they practise mindful drinking (Consumers Demand More Choice and Innovation in Low and No Alcohol Drinks, 2021).

The research pertaining to the motives for drinking alcoholic beverages has been heterogeneous with regard to models and results. Classifying various motives for drinking alcoholic beverages among millennials has been one of the major themes of the research studies (Kuntsche *et al.,* 2005). In addition to categorising the different motives, the researchers were interested in the relationships between these motives and patterns of alcohol consumption. The motives of human behaviour were previously defined by Herzberg's motivation and Maslow's hierarchy of needs. Further, the drinking motives are explained by contemporary motivational theories such as the expectancy theory (Haque *et al.,* 2014).

Acquirer *et al.,* (2017) and Mühlmann et al. (2015) divided the motivators into external and internal motives, while Dann et al. (1977) proposed the theory of pull and push motives. These motivators are also significant in the drinking behaviour of millennials. The latter is used in tourism motivation research.

2.1 INTERNAL POSITIVE MO-TIVES

The motivational theory on the reasons for consuming alcoholic beverages revolves around positive enhancement motives, such as relaxing, feeling good, subjective well-being, enjoying the drink, socialising, and celebrating success (Ofokansi *et al.,* 2021; Ham & Hope 2003; Cox & Klinger 1988). The same phenomenon was also noted by Neves, Keila do Carmo, et al. (2015) among the millennials. Furthermore, the consumption of alcoholic beverages is seen as a passport for socialisation as it establishes millennials' position among their peers and serves as a means of social reciprocal actions and communication (Ofokansi *et al.,* 2021).

Goyal *et al.,* (2021) study illustrated that millennials consumed all types of alcoholic beverages to feel happy and to enhance their subjective well-being. The millennials viewed consuming alcoholic beverages as a status symbol, a way to socialise with people and to influence others. Furthermore, Comasco *et al.,* (2010) and Eze *et al.,* (2017) confirmed socialisation in the form of partying, enhancing social bonding, relaxing, creating a better atmosphere, and enjoying as additional motives for alcohol consumption. We therefore propose the following hypothesis for evaluation:

H$_1$: Alcohol consumption is positively influenced by internal positive motives.

2.2 EXTERNAL INFLUENCES

Exposure to alcohol-related cues and events around an individual directly impacts the psychology of individuals who subsequently end up imitating the habit (Sudhinaraset *et al.,* 2016). Such exposure includes marketing and promotional activities through digital media, television, and billboards (Eze *et al.,* 2017). Additionally, there are some other examples where the motivation for alcohol consumption arises because of the influence of parents, siblings, and friends. The cultural influences as well promote habits of alcohol consumption (Ssebunnya *et al.,* 2020). A study on schoolchildren aged between 11 and 19 years (Kounnavong *et al.,* 2021) found many such students had started drinking alcohol due to the influence of their peer group and siblings. Furthermore, income level was found to have no influence on alcohol consumption for such youth (Ofokansi *et al.,* 2021; Neves, Keila do Carmo *et al.,* 2015).

In addition, tradition, society, and societal attitudes have a significant impact on millennials' current drinking behaviours and regular heavy drinking (O'Grady *et al.,* 2011; LaBrie *et al.,* 2012; Brooks-Russell *et al.,* 2013). Cultural norms are associated with both conservative and liberal attitudes towards drinking alcoholic beverages. The cultural norms differ across the globe; for example, the drinking behaviour of Latin American millennials can be explained with the help of the concept of "machismo," widely used to appear stronger and more masculine (LaBrie *et al.,* 2012). On the contrary, millennials in Asian countries are less inclined towards the use of alcoholic beverages due to their strong affinity for preserving cultural values, family values, and social norms (Cook *et al.,* 2015).

H$_2$: *Alcohol consumption is positively motivated by external influences.*

2.3 INTERNAL NEGATIVES MO-TIVES

The pattern of alcoholic beverage consumption has been extensively investigated from a biopsychosocial standpoint, including the

relationship between drinking motives and personality traits, income and consumption, etc. There is a large corpus of literature examining the relationship between drinking motives and alcohol consumption. Drinking motives are the most reliable predictor of alcohol consumption. Improving oneself is associated with moderate consumption. Aside from this positive perspective, alcohol consumption has also been studied from the opposite perspective, where models representing internal negative motivators are at the vanguard of alcohol promotion. Such models support the significance of alcohol's mood-altering effects, such as tension reduction and mood elevation (Ofokansi *et al.,* 2021). Additionally, seeking emotional satisfaction after failure, coping with stress, seeking sensations, seeking a new experience, parental influence, and peer pressure are negative sets of variables that influence alcohol consumption (Murray, 2020).

There is mounting evidence that consuming alcoholic beverages due to social discrimination is detrimental to the health of both men and women. Gu, J., and X. Ming (2020) determined that there is a statistically significant positive correlation between alcohol behaviour and perceived social discrimination. The millennial generation consumes alcoholic beverages to alleviate the negative emotions caused by social discrimination and personal, professional, and other challenges (Neves, Keila do Carmo *et al.,* 2015). Therefore, based on the discussion on internal negative motives, we propose the following hypothesis:

H_3: *Alcohol consumption is positively influenced by internal negative motives.*

2.4 DOMINANCE MOTIVES

Apart from internal and external motives, social dominance is yet another factor promoting alcohol consumption for displaying social authority. Such methods include the exhibition of expensive goods, social authority, and muscle power (Cronin, 1997). Additionally, such motives answer the need for "looking aggressive" to exert social dominance. However, the reverse of this phenomenon is reported by Comasco *et al.,* (2010), according to which the motivation to drink is not for displaying aggressive behaviour, but to look more aggressive, to put the other person down, to vent out their frustration or abuse, or to increase their social dominance or power in the group.

It is also noted that motivational factor for alcohol consumption is the desire for elevated status within peer networks, where drinking becomes a display of control, resilience, and authority over others. According to Sontate et al. (2021), individuals consume alcohol to embody the persona of a "fearless leader" and subtly pressuring others to follow suit. This behavioural pattern aligns with the need to reinforce hierarchical dynamics within social circles. Likewise, Saravanan (2014), highlight that alcohol consumption is frequently associated with a need to manage impressions, making the individual appear more assertive, which grants them perceived authority or higher standing within their social network. This further supports the notion that alcohol consumption act as a tool for reinforcing power dynamics, underscoring the hypothesis that such motivations are linked to a desire for social dominance rather than mere internal or external incentives. Given the above discussion, we propose testing the following hypothesis:

H_4: *Alcohol consumption is positively influenced by dominance motives*

2.5 GENDER BASED MOTIVES

The popularity of alcohol consumption across different genders is reported in several studies (Comasco *et al.,* 2010; Abbey *et al.,* 2015; Sebunnya *et al.,* 2020). However, the level of consumption among women is lower in contrast to men. The women who most likely consumed alcohol worked in bars and pubs (Ssebunnya *et*
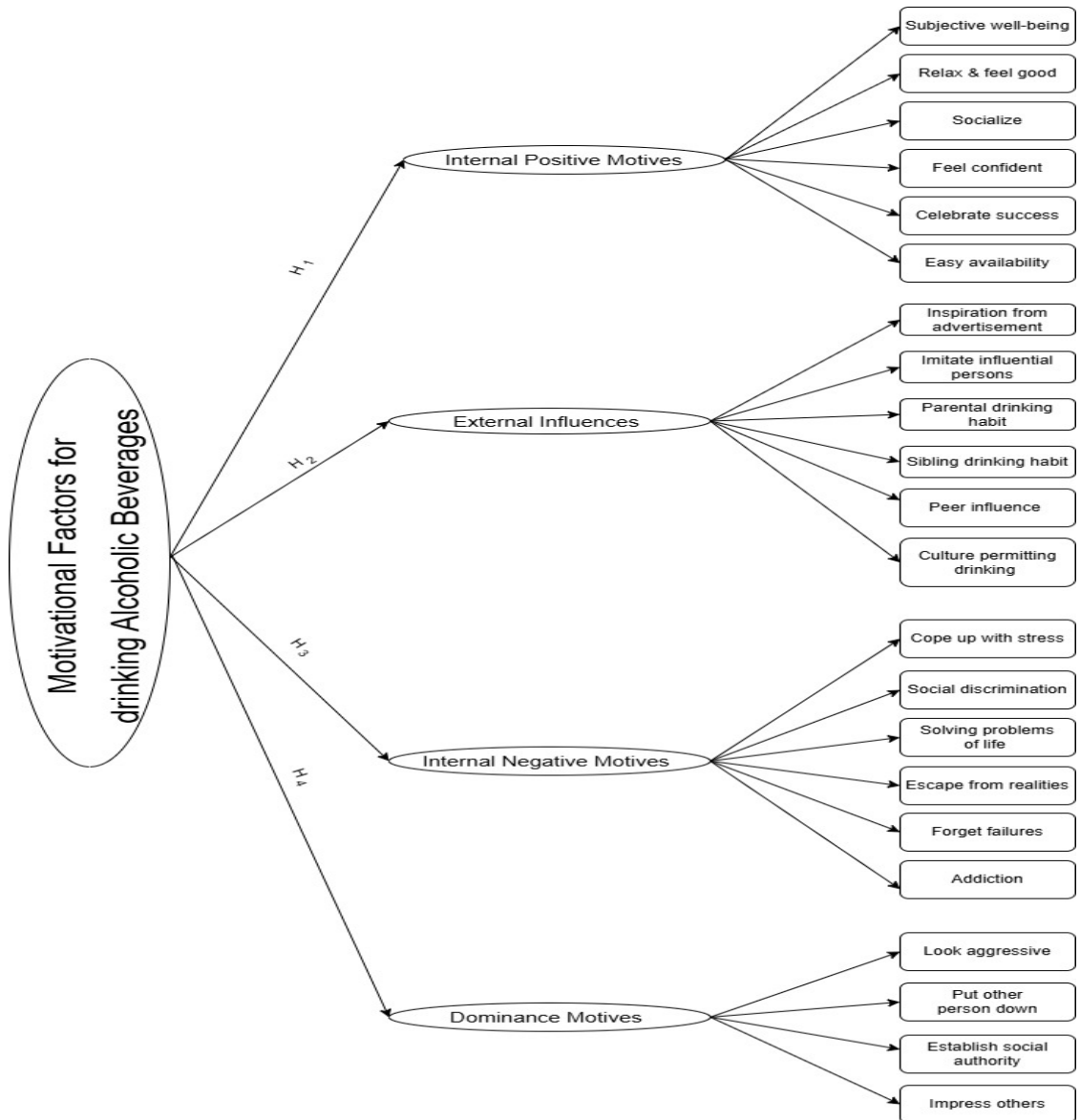
Figure 1. Conceptual framework for drinking motivations

al., 2020; Ma *et al.,* 2004). Furthermore, men tend to consume alcoholic beverages at an earlier age than women (Ruiz et al. 2017). However, there is evidence of similarity in the consumption pattern of alcoholic beverages among both genders, who tend to consume alcohol to cope with social pressure, anxiety, and other stressful situations (Ofokansi *et al.,* 2021; Cooper *et al.,* 2008; Ham & Hope, 2003).

Men regularly consumed alcohol on a large scale than women, whereas women consistently abstained from alcohol for a longer period (Wysokinska *et al.,* 2022; Chaiyasong, 2018). Women consistently quit drinking more frequently than men throughout all age categories. The prevalence of heavy drinking among drinkers was continuously highest in the oldest age group, particularly among men, while the prevalence of alcoholic beverage consumption did not decrease consistently with age and heavy episodic drinking declined with age (Wysokinska *et al.,* 2022; Wilsnack, 2009).

Based on the above discussion, we recommend evaluating the following hypotheses:

H_5: Gender difference has no significant influence on alcohol consumption.

2.6 CONCEPTUAL FRAME-WORK

This study places immense emphasis on the motivations behind human behaviour, particularly because they are related to the development of drinking behaviours among millennials. The term "motivation" has been used to refer to reasons for behaviour in the form of conscious or unconscious actions of individuals that focus a person's efforts on a certain objective (Cox and Klinger, 1988).

The frequently reported but varied motivations for alcoholic beverage consumption highlight the complexity of alcohol-drinking behaviour. The earlier motivation model for alcoholic beverage consumption by Farber et al. (1980) suggested a two-tier model (positive and negative reinforcement). The three-tier model (internal and external positive and negative reinforcement) was suggested by Cooper et al. (1992). The vast literature on the topic suggests that the personality of the individual plays a significant role in drinking motives (Littlefield *et al.,* 2010; Mezquita *et al.,* 2010). The motives among the millennials for drinking alcoholic beverages revolve around four factors: external influences, internal positives, internal negatives, and dominance motives. The corresponding sub motifs of each variable have been depicted in Figure 1.

3. RESEARCH METHODOLOGY

3.1 DESIGN

A quantitative and empirical analysis was carried out to obtain the objectives of present research. An exhaustive review of literature (Ma, Y., 2022;

Ofokansi *et al.,* 2021; Eze *et al.,* 2017; Neves, Keila do Carmo *et al.,* 2015; Comasco, *et al.,* 2010; Ham & Hope, 2003; Cox & Klinger 1988) revealed several reasons why millennials drink alcohol, which were then turned into question items for instrument development. The 22 motivations for drinking alcoholic beverages were summarised into 4 study variables, i.e. internal positives motives (to feel good, to receive subjective well-being, ease of availability, to celebrate success and to feel more confident), internal negative motives (to cope with stress and tension, to get rid of all problems in life, to escape from reality, and to forget the failures of life, and addiction of alcoholic beverages), dominance motives (to become more aggressive, to put the other person down, to establish social authority, and to impress peers) and external influences (inspiration from advertisement, to copy the habit of influential people, stimulus due to parental drinking habit, sibling peer drinking and culture permitting the consumption of alcoholic beverages). The participants' motivations for drinking were evaluated using a self-administered instrument. Respondents were asked to rate their comments on a 5-point Likert scale, with 1 corresponding to "strongly disagree" and 5 corresponding to "strongly agree." According to Sauder et al. (2012), the Likert scale is useful for collecting data based on opinions. The volunteers for data collection were informed about the objectives of research and consent obtained through a disclaimer in the questionnaire. Participants were assured of complete anonymity, emphasizing that their individual responses would remain confidential and would not be disclosed to anyone. Only collective opinions on the subject were analysed, with no attention given to individual responses.

3.2 SAMPLING TECHNIQUES AND DATA COLLECTION

For data collection, respondents were selected by random sampling. The questionnaire was delivered digitally to 30 millennials who

satisfied the inclusion criteria using Google Forms, and their replies were collected. A pilot study was done to determine the questionnaire's reliability. Cronbach's alpha (α) for the entire questionnaire was 0.877. For this investigation, a total of 248 responses were collected. Each latent variable in the questionnaire was subjected to Cronbach's alpha (α) test. Cronbach's (α) value ranged from 0.749 to 0.867. (Table 1). The Cronbach's alpha for the 22-item statements in the questionnaire was 0.896%. The test outcome showed that the theoretical construct had a respectable level of psychometric reliability. The value also demonstrated internal consistency across 22 survey items. The range of 0.70 to 0.90 is acceptable for instrument consistency (Nunnally and Bernstein, 1994).

Table 1. Cronbach's alpha (α) for variables

Latent variables	Number of items	Cronbach's alpha (α)
Internal positive motives	6	0.867
External influences	6	0.841
Internal negatives motives	6	0.749
Dominance motives	4	0.771
Overall	22	0.896

3.3 STATISTICAL TOOLS AND ANALYSES

This study examined the motivations for millennials to consume alcoholic beverages. Twenty-two motivating elements were responsible for the drinking behaviour. These twenty-two motivators were deduced after a comprehensive study of relevant literature and the results of reliability tests on the questionnaire items. The structured questionnaire data was analysed using confirmatory factor analysis, Bartletts, KMO-MSA statistics, kurtosis, skewness, the Heterotrait-Monotrait ratio of correlations (HTMT), a test of discriminant and construct validity, and structured equation modelling. Using confirmatory factor analysis (CFA), the factors responsible for millennials' use of alcoholic beverages were determined. In addition, structural equation modelling (SEM) was employed to determine the association between research variables using AMOS version 24, SPSS version 22, and Microsoft Excel software.

4. RESULTS AND ANALYSES

4.1 DEMOGRAPHIC PROFILE

Table 2 reveals key insights about the demographic profile of respondents, indicating that the majority are young, low-income male students. With 69.4% males and 30.6% females, the sample leans towards male respondents which reflect gendered differences in engagement with the current study. The 98.4% of participants are aged 18-25, highlighting a youthful sample whose perspectives are likely shaped by early adulthood experiences. Additionally, 97.2% of respondents are students, suggesting that the study appeals strongly to those in academic environments who may face unique motivations. The 82.7% are undergraduates, with very few postgraduates or PhD holders, further reinforcing the predominantly young, early-career profile. Income-wise, 91.5% report earnings below Rs. 50,000 per month, reflecting a low-income status typical of students. This demographic concentration implies that the study's findings may primarily represent the viewpoints and behaviours of young, lower-income, undergraduate students. The demographic profile of the respondents indicated that they were well-suited for the study. These millennials will develop different social behaviours (Ofokansi *et al.,* 2021; Eze *et al.,* 2017; Ham & Hope, 2003).

Table 2. Demographic profile of respondents

Categories	Frequency	Percentage
Gender		
Male	172	69.4
Female	76	30.6
Age		
18-25 years	244	98.4
26-32 years	1	0.4
33-40 years	2	0.8
Above 40 years	1	0.4
Profession		
Student	241	97.2
Working for the government sector	3	1.2
Working for the private sector	3	1.2
Own business	1	0.4
Education		
Undergraduate	205	82.7
Graduate	39	15.7
Postgraduate	3	1.2
PhD and above	1	0.4
Income per month		
Below Rs 50000/-	227	91.5
Between Rs 50001- Rs100000	6	2.4
Between Rs 100001- Rs 150000	7	2.8
Above Rs 150000	8	3-2

4.2 OUTLIER AND NORMALITY TESTS

Identifying multivariate outliers by computing the z-score for each variable item According to Hair et al. (2010), outliers in the database can be caused by a variety of factors, including data entry errors, observation errors, unclear instructions or an inappropriate layout in the questionnaire, incorrect responses from respondents, and the collection of data from unrepresentative respondents. This study examined univariate and multivariate outliers using version 22 of the Social Science Statistical Package (SPSS) software. The z-score values for all replies varied from -4 to +4, and the Mahalanobis distance (D^2) findings did not reveal any large multivariate outliers. Hence, 248 responses were incorporated into the statistical analysis. In addition, the data set was examined for normality by SPSS 22.0 and AMOS 24.0 for all study variables. The results of the normality test indicated that the mean skewness and kurtosis indices were 1.28 and 3.41, respectively. Both parameters' values indicated that all items followed a normal distribution. According to Hair *et al.,* (2010) and Bryne, (2010), the skewness and kurtosis cut-off values should be between ±2 and ±7, respectively. If both the skewness and kurtosis values are within the limit, the data are deemed regularly distributed.

4.3 ASSESSMENT OF CONSTRUCT (DISCRIMINANT AND CONVERGENT) VALIDITY

Good concept validity demands both discriminant and convergent kinds of validity (Nawaz *et al.,* 2020). Convergent validity shows that two measures intended to evaluate the same idea really evaluate the same phenomenon (Feng *et al.,* 2021). In accordance with discriminant validity, two measures that should not be allocated are not. This research determined convergent validity and discriminant validity by calculating the extracted mean-variance (AVE), maximum divided variance (MSV), average squared variance (ASV), and HTMT ratios among latent variables. For convergent validity, the composite reliability (CR) value must be >0.70, the AVE value must be >0.50, and the CR value must be larger than AVE (Hair *et al.,* 2022). For discriminant validity, the MSV and ASV values must be smaller than AVE (Hair *et al.,* 2022). Further, HTMT analysis was performed, with 0.85 serving as the threshold for severe discriminant validity and 0.90 for moderate

discriminant validity (Hensler *et al.,* 2015). The HTMT ratios between all variables have values smaller than 0.85. Hence, Table 3 and Table 4 demonstrate that the present study satisfied not only the requirements for reliability but also those for convergent validity and discriminant validity.

4.4 CONFIRMATORY FACTOR ANALYSIS

Using SPSS 22.0 and SPSS Amos 24.0, the data acquired from the administered survey were analysed. The data analysis was conducted in two parts. In the initial step, the loading of the factors

Table 3. Heterotrait–monotrait ratio of correlations

Variables	Internal positive motives	External influences	Internal negative motives	Dominance motives
Internal positive motives	X			
External influences	0.56	X		
Internal negative motives	0.63	0.38	X	
Dominance motive	0.09	0.37	0.22	X

Note -Threshold value for HTMT ratio < 0.85 (Henseler *et al.,* 2015; Gold *et al.,* 2001)

Table 4. Convergent and Discriminant validity measures

Variables	Composite reliability (CR)	Mean variance (AVE),	Maximum divided variance (MSV),	Average squared variance (ASV)
Internal Positive Motives	0.87	0.59	0.33	0.20
External Influences	0.83	0.50	0.33	0.20
Internal Negative Motives	0.82	0.69	0.27	0.15
Dominance Motive	0.79	0.57	0.11	0.05
Threshold values	>0.70	>0.05	<AVE	<AVE

was evaluated using confirmatory factor analysis (CFA), followed by second-order confirmation factor analysis (CFA) using AMOS 24.0. The construct validity of the research variables was evaluated using confirmatory factor analysis (CFA). Prior to testing the measurement model, item purification was conducted using CFA with varimax rotation, Kaiser normalisation, and maximum likelihood estimation. Only factors with loadings greater than 0.5 were preserved. According to the analysis, the test value of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MSA) was 0.87, a score deemed suitable for factor analysis. Statistically,

Bartlett's sphericity was significant with Chi – Square ($\chi2$) = 2655.29, DF = 231, and a p-value of 0.00. The outcome of the test reveals that the data is suitable for factor analysis. Eigenvalues, variance proportion, and communality are the other important factors required for computing factor loading and factor extraction. For element extraction, an eigenvalue of 1 was regarded as the threshold value. The factors with a significant loading and reliability are presented in the Table 5. These factors were further considered for structural model. The results also showed that the standardised loadings for the remaining construct variables were > 0.5 (Table 5).

Table 5. Confirmatory model fit, reliability, validity assessment with factor loadings.

Variables Items		Factor loading	Cron-bach's Alpha	CR	AVE	MSV	ASV
Internal Positives Motives			0.87	0.87	0.59	0.33	0.20
IPM 1	I drink alcoholic beverages to feel happy	.82					
IPM 2	Drinking alcoholic beverages makes you relax and feel good	.82					
IPM 3	I drink to socialize with people	.72					
IPM 4	I feel more confident after drinking	.68					
IPM 5	Drinking alcoholic beverages is mode of celebration	.72					
External Influences			0.84	0.83	0.50	0.33	0.20
EI 1	Inspiration from advertisement to drink alcoholic beverages	.60					
EI 2	I drink because my parents are drinking	.81					
EI 3	I drink because my siblings are drinking it	.84					
EI 4	I drink because of my friends	.65					
EI 5	I try to copy the drinking habits of influential people	.67					
Internal Negative Motives			0.81	0.82	0.69	0.27	0.15
INM 4	Escaping from realities of life	.69					
INM 5	Forget the failure of life	.73					
Dominance Motives			0.78	0.79	0.57	0.11	0.05
DM 1	I drink to look more aggressive	.88					
DM 2	I drink to put other person down in life	.85					
DM 4	I drink to look more dominating	.74					

Note- CR= Composite reliability, AVE= Average variance extracted, MSV= Maximum shared variance, ASV= Average shared squared variance

4.5 FIRST ORDER CFA FOR MEASUREMENT MODEL

This study used Amos version 24 to validate the proposed model (Figure 1) in two steps. Many model fit indices may be employed to assess the measurement model's fitness (Gaskin & Lim, 2016; Hair *et al.,* 2010; Kline, 2011); however,

analysing all these indices would result in redundancy (Hair *et al.,* 2010). The model was therefore determined using only five fit indices in the present investigation. The model was assessed using the chi-squared test (CMIN/DF), the comparative fit index (CFI), the normed fit index (NFI), parsimony-adjusted measures, and the root mean square error approximation (RMSEA).
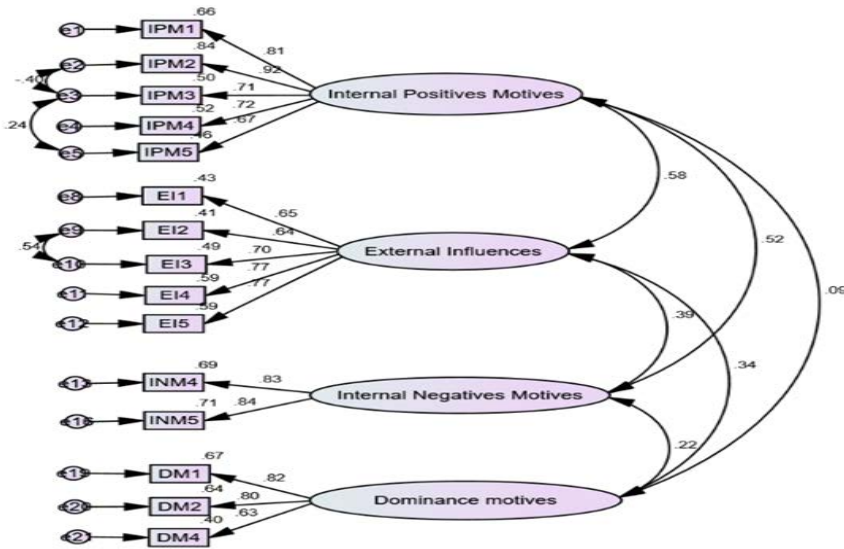

Figure 2. Baseline first order reflective measurement model

In covariance structure analysis, the cut-off criteria for an acceptable model fit index propose a combination of metrics. Normalised CMIN/DF 3, CFI > 0.90, NFI > 0.90, RMSEA < 0.06, and PNFI < 3 show that the model fits the data well (Hu and Bentler, 1999). The test results showed that the value of chi- square (χ^2) was 129.68, the degree of freedom was 81, the p-value was 0.000, the normalised CMIN/DF was 1.60, which is below the maximum of 5.0, the CFI was 0.972, which is higher than the acceptable limit of 0.95, the RMSEA was 0.04, which is less than the maximum cut-off value of 0.06, and parsimony-adjusted measures were 0.77, which is within the acceptable limit of <3. These results demonstrate the excellent fit of the measurement model (Table 6).

Table 6. Summary of extracted first order structural model (Figure 2)

Model Test Indices	Extracted Values	Threshold Value
Chi – Square (χ^2)	129.68	-
Degree of Freedom (DF)	81.00	-
P- Value	.000	<0.05
Normalised CMIN/DF	1.60	< 5
CFI	0.97	> 0.90
NFI	0.93	>.90
RMSEA	0.04	<0.06
PNFI	0.77	<3

Note- CFI= Comparative Index of Fit, NFI= Normed fit index, PNFI= Parsimony-Adjusted Measures Index RMSEA= Root mean square error approximation

4.6 SECOND ORDER CFA FOR MEASUREMENT MODEL

The second-order CFA is employed to validate variables obtained after the first-order CFA of gathered data and the hypotheses that are formulated after carefully reviewing the existing literature on the motivating factors for alcoholic beverage consumption among millennials. The second-order analysis of the data continued with AMOS 24. The four identified variables of motivational factors for drinking alcoholic beverages among the millennials were found to have adequate goodness-of-fit indices with the threshold suggested by Gaskin & Lim (2016), Hair et al., (2010), and Kline, (2011). The model evaluation and estimation criteria employed include CFI = 0.96, NFI = 0.92, and RMSEA = 0.55, with a corresponding 95% confidence interval. The chi-square (χ2) statistics = 146.78, df =63, p-value = 0.000, which is statistically significant at 0.05. As advised by Schumacker and Lomax (2004), the alternative index of the normed chi-square was analysed using a 0.5 threshold and χ2/DF = 1.76. In conclusion, the overall assessment of the criteria for model fit was satisfactory for the 15 elements relevant to millennials' reasons for consuming alcoholic drinks, utilising second-order CFA in its validation (Figure 3). Figure 3 and Table 7 illustrate the output of standard estimates for second-order CFA (model fit indices and path coefficients) and p-values, respectively. Four hypotheses were formulated (H1–H4). These underlying variables have significant relationships in the structural model, including the relationship between motivational factor and internal motives (β = 0.795, p = 0.001), the relationship between motivational factor and external influence (β = 0.720, p = 0.001), the relationship between motivational factor and negative motives (β= 0.621, p = 0.001), and the
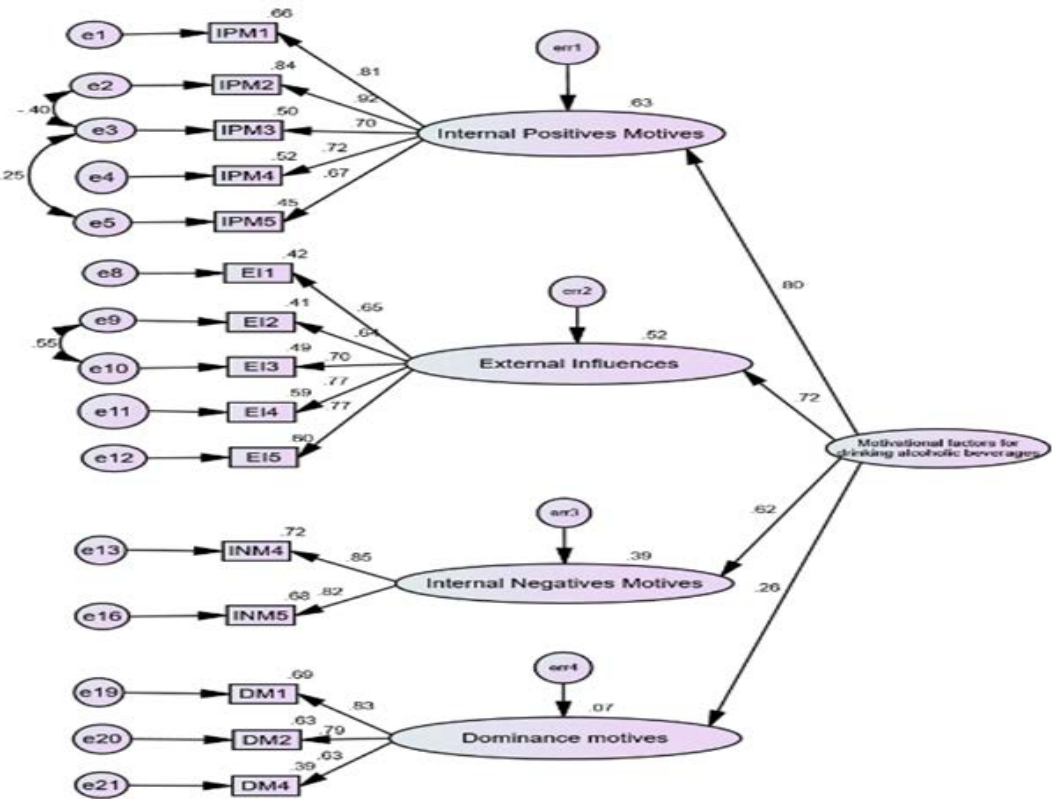

Figure 3. Second-order confirmatory factor analysis

relationship between motivational factor and dominance motivation ($\beta = 0.259$, $p = 0.001$). In addition, the results reveal a substantial association between the motivating component and the four underlying factors of this study.

4.7 VALIDATION OF HYPOTHESES

Furthermore, the study calculated the coefficient of determination (R^2) for all the structural model's latent variables (Figure 3). The R^2 value for internal positive motives was 0.63, indicating that this variable explained 63% of the variance in motivating factors for drinking alcoholic beverages among millennials. Following that, the value of R^2 for external influences was 0.52, suggesting that the variable contributed to 52% of the variance explained. Similarly, R^2 internal negative motives were 0.38, implying that the variable explained 38% of the variation. Finally, the value of R^2 for dominance motives was 0.07, indicating that the variable explained 7% of the variance in the study of motivational factors for drinking alcoholic beverages among the

Table 7. Summary of extracted second order structural model (Figure 3)

Model Test Indices	Extracted Values	Threshold Value
Chi – Square ($\chi 2$)	146.78	-
Degree of Freedom (DF)	83	-
P- Value	0.000	<0.05
Normalised CMIN/DF	1.76	< 5
CFI	0.96	> 0.90
NFI	0.92	>.90
RMSEA	0.05	<0.06
PNFI	0.79	<3

Note- CFI= Comparative Index of Fit, NFI= Normed fit index, PNFI= Parsimony-Adjusted Measures Index RMSEA= Root mean square error approximation

millennials. All the assumptions presented in the conceptual model (Figure 1) are supported with a significance level of $p<0.05$ and $t \geq 1.96$ (Table 8). The alcohol consumption among millennials is influenced by factors such as internal positive motives, external influences, internal negative motives, and dominance motives

4.8 GENDER AND DRINKING BEHAVIOUR

To analyse the impact of the motivational factor of drinking alcoholic beverages on both genders, the independent t-test was done with a 95% confidence interval and a significance threshold of 0.05 on internal positive motives, external influences, internal negative motives, dominance motives, and gender (Table 9). Since the value of Levene's test of equality of variance for four underlying variables is higher than the significance level (0.05), the equality of variance is assured. The p-values for all four underlying variables were >0.05; hence, the null hypothesis 5 is accepted. It proved that gender differences have no significant influence on motivational factors for drinking alcoholic beverages among millennials. It is implied that motivational factors for drinking alcoholic beverages impact gender in a similar manner.

Table 8. Testing of hypotheses 1-4

Hypothesis			Path Coefficient (β)	Coefficient of determination (R²)	t -Value	p -Value	Remark
H₁ Internal Positive motives	<---	Alcohol drinking	0.795	0.63	2.99	0.001*	Supported
H₂ External influences	<---	Alcohol drinking	0.621	0.52	5.57	0.003	Supported
H₃ Internal negative motives	<---	Alcohol drinking	0.259	0.38	5.73	0.001*	Supported
H₄ Dominance motives	<---	Alcohol drinking	0.720	0.07	2.99	0.001*	Supported

Note * = P-value < 0.001

Table 9. Impact of motivational factors on the drinking behaviour of men and women

Item Statement	Gender	Mean	SD	P- Value
Internal positives motives influence drinking behaviour	Male	2.41	1.091	0.247
	Female	2.59	1.191	
External factors influence drinking behaviour	Male	2.85	1.323	0.262
	Female	3.05	1.157	
Internal negative motives influence drinking behaviour	Male	3.06	1.203	0.600
	Female	3.14	1.186	
Dominance motives influence drinking behaviour	Male	2.85	1.474	0.737
	Female	2.92	1.334	

Note- SD= Standard deviation

5. CONCLUSION

The outcomes of the present study show that four latent variables (internal positive motives, internal negative motives, dominance motives, and external influences) motivate millennials to consume alcoholic beverages. Furthermore, the results of this research lend credence to previous studies on the drinking behaviours of millennials.

The findings demonstrate that millennials consume alcoholic beverages to feel happy and relaxed, to socialise, to boost their self-confidence, and to celebrate important occasions in life. These items of the model construct are grouped as internal positive motives or intrinsic factors. The value of the coefficient of determination (R^2) also indicated that internal positive motives have a moderate effect on motivational factors for drinking alcoholic beverages among millennials (Moore et al., 2013). This outcome is supported by earlier research by Ofokansi et al., (2021); Goyal et al., (2021); Eze et al., (2017); Ham & Hope, (2003); and Cox & Klinger, 1988).

The millennials are impacted by events that happen around them. These factors tend to influence the individual's behaviour (Acquirer et al., 2017; Mühlmann et al., 2015). The analysis of

the results confirms that the drinking behaviour of the millennials is impacted by advertisements in the media, imitation of habits of influential people in society, parental drinking, sibling drinking, and peer drinking. Further, the value of the coefficient of determination (R^2) also indicated that external influences have a moderate effect on motivational factors for drinking alcoholic beverages among millennials (Moore et al., 2013). Similar results were obtained previously by Kounnavong et al., (2021) and Eze et al., (2017).

The millennials resort to alcoholic beverages to eliminate negative feelings that arise from society and to escape from the bitter reality of life (Neves, Keila do Carmo *et al.,* 2015). The present investigation shows that millennials consume alcoholic beverages to forget failures at work and to escape from the harsh realities of a situation. But the value of R^2 indicated that the negative factors have little effect on the motivational factors for drinking alcoholic beverages. The results do not agree with those reported by Ofokansi *et al.,* (2021), Ming, (2020), Ham & Hope, (2003), and Cooper *et al.,* (2008). The findings relating to the dominance motives of drinking were unexpected. The millennials do drink to assert social dominance in groups, to appear more aggressive, and to intimidate others; nonetheless, the value of R^2 indicates that dominance motives have an insignificant effect on the motivating factors for drinking among millennials. The results are consistent with prior research by Comasco *et al.,* (2010) but not with research by Cronin, (1997).

In addition, the study indicates that the gender of millennials had no effect on the motivating factors for consuming alcoholic drinks since there was no significant difference in the mean values of these motivational variables between men and women. Hence, internal positive reasons, external influence, internal negative motives, and dominant motives affect men's and women's drinking behaviours similarly (Table 9). Comasco et al. (2010) achieved a comparable result. Abbey *et al.,* (2015) conclusions about the effect of gender on the consumption pattern

of alcoholic drinks among millennials are not supported by the findings of the current study. The confirmatory factor analysis of the collected data establishes that ease of availability does not promote the drinking of alcoholic beverages. Similarly, factors such as social discrimination, addiction, and culture permitting the use of alcoholic beverages do not exert a significant impact on the drinking behaviour of millennials.

5.1 THEORETICAL IMPLICATIONS

This research is a continuation of Grant *et al.,* (2007) and Cooper's (2009) theories on numerous millennial-based behavioural studies. Consequently, our research contributes marginally to the drinking habits of millennials, and this conclusion is supported by an empirical analysis of the collected data. The results of the empirical data analysis support the conceptual framework devised to demonstrate the factors influencing the drinking behaviour of millennials. Internal positive motives, internal negative motives, dominance motives, and external influences were found to be the four primary variables that motivate millennials to consume alcoholic beverages. The 15 items from all four variables can clarify the imbibing behaviour of millennials. To prevent alcohol-related causes from leading to excessive consumption, protective behavioural strategies can be developed. To communicate effectively about alcohol use, it is essential to comprehend and acknowledge the underlying causes of alcohol consumption. It is possible to regulate the sale, procurement, and consumption of alcoholic beverages through the implementation of policies. Alcoholic beverage consumption and the desired effect can coexist in harmony. The results indicate that certain factors, such as the availability of alcoholic beverages, the abuse of other members of society, the development of alcoholism, and the establishment of social authority over the group, have no influence on the behaviour of millennials. These factors can

be used to design appropriate distribution and sale policies for intoxicating beverages. The findings further demonstrate that the gender of millennials has no bearing on their imbibing behaviour. There is no distinction between the effects of factors on alcoholic beverage consumption motives. This study has paved the way for comprehending the consumption of alcoholic beverages among millennials.

5.2 MANAGERIAL IMPLICA-TIONS

The present research identifies key motivational drivers influencing millennial drinking behaviours, namely internal positive motives, internal negative motives, dominance motives, and external influences. These insight presents actionable guidelines for effective branding and marketing strategies targeting millennials within the alcoholic beverage industry, aiding stakeholders in aligning their brand messaging with millennial values. Internal positive motives provide a strong foundation for creating consumer value by addressing millennials' expectations for service, performance, and price. As millennials increasingly seek high-performance products at competitive prices, stakeholders could capture market by offering value-focused products that highlight superior performance at accessible price (Sheth, 2020). Delivering on these expectations marketing managers can build brand equity, fostering a strong brand image and enhancing intangible assets like consumer trust and loyalty (Sheth, 2021).

External influences such as media advertising, peer pressure, and family drinking habits also exert substantial effects on millennial drinking patterns, suggesting that well-crafted media campaigns can play a pivotal role in capturing this market segment. Strategically targeted advertisements that resonate with millennials' social values and lifestyle aspirations may enhance brand recall and connect deeply with their motivations. Through innovative campaigns, stakeholders may leverage the power of media to encourage brand engagement and preference among millennial consumers.

Addressing internal negative motives and dominance motives is equally important, as these can shape responsible brand positioning. Business strategies should aim to create a balanced narrative between positive and negative motivations associated with alcohol consumption. Excessive consumption poses risks not only to individuals but to societal wellbeing, highlighting the need for responsible branding that promotes moderation. By fostering messages around balanced, responsible drinking, companies can contribute to the sustainable growth of the industry while positively influencing social behaviour. The study emphasizes that by addressing both the positive and negative drivers of millennial drinking behaviours, stakeholders can implement strategies that create meaningful connections with consumers, enhance brand sustainability, and support the broader societal fabric.

5.3 LIMITATIONS AND FUTURE SCOPE OF THE RESEARCH

This research is similar to other empirical studies that have been done in the past. The current research has some flaws that mean more research is needed to come up with a model for how millennials drink. This study is only about people who drink alcohol. So, the results shouldn't be taken as a whole too easily. Also, the assumptions used to judge the results are based on data from Delhi, so there may not be a static effect. Someone who drinks for these reasons might do so because alcohol is useful. If so, their main reason is to have fun. The connection between drinking for different reasons and other things, like work, home, and life satisfaction, should be looked into more. It is also possible to do comparison research to find out how much men and women drink differently.

5.4 FUNDING STATEMENT

5.5 ETHICAL STATEMENT

Data was obtained from respondent after disclosing the intent of research and promise was made to them that their response will be not be disclosed ever. The research has been carried out in accordance with the COPE guidelines.

5.6 AUTHORS CONTRIBUTIONS

Dr Tahir Sufi – Introduction & Review of literature, Anil Kumar Goyal- Research methodology, Result and Conclusion

5.7 CONFLICT OF INTEREST

Authors declare no conflict of interest

5.8 DATA AVAILABILITY STATEMENT

Not applicable

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