

ABSTRACT

This study examined for the comparison analysis of rural-urban happiness paradox in regard to socio-economic satisfaction determinants in case of developing countries where developing countries are taken from the Asian region. The cross sectional data is conducted from the World values survey wave 7 covering the period 2018 to 2021. Subjective well-being is determined as the outcome variable while different social indicators such as residential status, feeling close and trust, economic indicators employment and income, and demographic indicators as control variables such as health, sex, marital status, age and education are all independent variables. Feeling close and trust are used as the proxies for the regional variation and social bonding capital respectively. The outcome variable confirms the ordinal categories which postulate that Multinomial logistic regression is appropriate for econometric estimation. The results clearly identify that people living in rural areas are happier and more satisfied than urban areas.