

Citywide spirits shoppe

[Business](#)



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wide Spirits Shoppe Not only are the sales of alcoholic drinks lucrative, but also they draw nighttime s whenmost business activities typically slow down (Richard 463-469). The reason for the high purchase of alcoholic beverages during the night can be linked to the desirability of most people to mingle, relax, and connect in the evening after a long day at work. Recent studies reveal that the number of shops with 24-hour license to sell alcohol is significantly increasing with the shop owners realizing the potential of making more profit at night (Richard 463-469).

Jack et al. noted that there are little extra costs incurred for the additional hours making the business even more lucrative (1). The state law permitting the sale of alcoholic drinks until four A. M has seen largely to an increase of alcohol sells at night and consequently more profit for the storeowners.

People feel comfortable drinking alcohol at night because most of the day's work is typically over and they are free (Richard 463-469). The current study at City Wide Shoppe shows that there is a main difference in the purchasing behavior of customers buying alcoholic beverages during the day, and during the night with the storeowners gaining more profit from sales made during the night than during the day.

The hypothesis statement for the study:

H0 = no difference in buying behavior between evening buyers and daytime buyers.

The results from excel

t-Test: Paired Two Sample for Means

Variable 1

Variable 2

<https://assignbuster.com/citywide-spirits-shoppe/>

Mean

7.092

7.266

Variance

5.90712

5.32548

Observations

30

30

Pearson Correlation

0.203576

Hypothesized Mean Difference

0

df

29

t Stat

-0.31858

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