

Hypotheses and evidence (spss)

[Business](#), [Marketing](#)



Investigation of the Scotch Market in the US: Important Factors for Consumption and s' Preferences al Affiliation: Introduction

My company, Colorado Scotch and Wines Inc. manufactures various brands of wines and whisky. The company is looking to expand its hold on the American market owing to its perceived viability and deteriorating profits in the Asian market. Several factors of consumption and customers' preferences that determine uptake of this particular brand of whisky have to be examined. Consequently, quantitative data has been collected to investigate the market situation based on the criteria set above. When I explored the data for normality, incomes displayed a non-normal distribution. Most of the values (40%) were concentrated above the mode, which despite some other variables showing normal distributions, advised my use of non-parametric tests on the data.

The sample comprised 30 participants, 56. 7% being male and 43. 3% females. 20% were engaged, 13. 3% were married, and 3. 3% were single. The majority, 63. 3%, did not indicate to belong to any of these three categories. Most participants were college graduates (63. 3%), 20% high school graduates, and 16. 7% had attained post-graduate levels. 40% earned between \$50001 and \$75000, 20% between \$25000 and \$50000 and also \$100000 and above, 13. 3% between 75001 and \$100000, and 6. 7% below \$25000.

Observed Trends and Hypotheses Tests

I sought to establish whether alcoholic drinks are popular with the participants, who are generally assumed to represent the parent population they have been drawn from. From the sampled population, 60% were

consumers of hard drinks, which include vodka, whiskies (where scotch falls), and brandy among other drinks. Out of this population, 56.7% consumed wine, and 43.3% consumed mixed alcoholic drinks. The entire sample confessed to using other types of alcoholic drinks. Classified under this criterion, 3.3% consumed “Hard Lemonade” while the remaining 96.7% consumed “Long Island Tea”. The percentages for all four categories indicate high consumption rates of alcoholic drinks, with every participant indicating they consume them.

I performed a Chi-square test to establish whether individuals reported to drink more or less at the time of the survey. 30.0% of the respondents reported to drinking more, with a similar ratio drinking less. 40% drank the same amounts of alcohol. The test showed that the proportion of those who drank more was not significantly different from those who drank less, and those who maintained equal drinking volumes ($\chi^2 = 0.60, p = 0.741$). I further performed a Chi-square test to establish whether more consumers of alcoholic drinks took their drinks over the weekends over weekdays. 16.67% of the participants drank during the weekdays, 30.00% during the weekends, and 53.33% throughout the week. The proportion of participants who consumed alcohol throughout the week differed significantly from that of exclusive weekend consumers, which was also significantly higher than that of exclusive weekdays consumers ($\chi^2 = 6.20, p = 0.045$). Using a binomial non-parametric test, the proportion of individuals who preferred to drink alone (proportion = 50%) was found to be statistically equal (proportion = 0.5, $p = 1.00$) to that of individuals who preferred to drink in groups (proportion = 50%).