Abstract:

This study explored changing the opinions of United States consumers about outsourcing and offshoring. The goal of this study was to expose a sample of United States consumers to information about these business strategies and develop an understanding about the ability to change consumers’ opinions by presenting unbiased and balanced research about the advantages and disadvantages of these strategies. Our hypothesis was that the opinions of United States consumers would change when provided with a balanced view of the advantages and disadvantages associated with outsourcing and off-shoring.

We collected data from several secondary sources as well as from an original survey. Our survey results included 80 participants from UNC Charlotte, ranging from 18 to 31 years of age. 97% of those who participated in the survey felt that they had gained some knowledge about these business strategies as a result of the research included in the survey. We analyzed the survey responses using a T-test and concluded that a person’s opinion may change when provided unbiased research regarding this topic.