

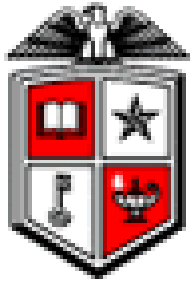
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Diffusion of Spanish Language in Texas Hispanic Chambers of Commerce Homepages

<http://www.cchcc.net/>

By: Antonio Aguilar

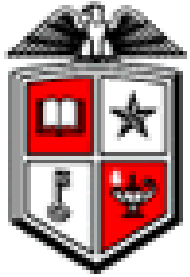


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Motivation as a Researcher

- Hispanic Advertising course combined with Research for IHIC Websites.
- Gap in Cyberspace for Spanish language business/commercial information
- Benefit Hispanic chambers of commerce

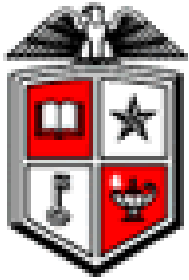


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Why This Topic

- Estimated 44.7 million strong
- Hispanic-owned business receipts increased 134% \$32.8 to \$76.8 billion
- \$1 trillion spending power by 2008
- \$15 billion annual Mexico remittance
- 14% US population 5 years-old and over non-English speaking

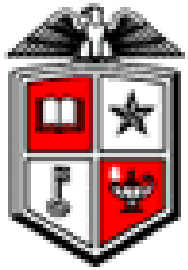


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Why Now

- English versus Spanish. Who wins?
- 3 out of 4 Hispanics feel an emotional connection to Spanish-language websites (Wireless News, 2006).
- Hispanics face discrimination in business, education, employment and access to capitol and markets (SAHCC, 2007)

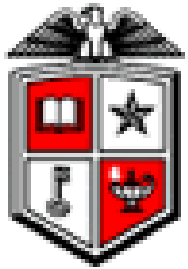


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Research Goals

RQ1: What percentage of content currently available on Hispanic chambers of commerce homepages based in Texas are in the Spanish language?

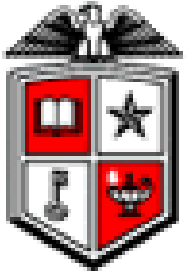


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Research Hypothesis

Hispanic chambers of commerce homepages using the Spanish language will have advertisers that are considered opinion leaders and innovators.



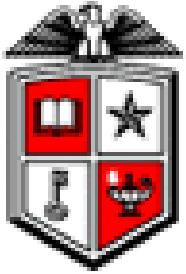
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Methodology

RQ1: Content Analysis of Texas Hispanic chambers of commerce homepages for Spanish language

H1: Advertisers on Spanish language Web-pages measured by self-report of community and industry activities.



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Results

33 Texas Hispanic chambers of commerce

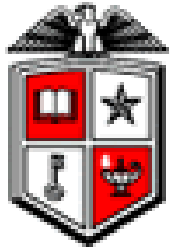
✓ 5 no website

✓ 2 Spanish language

❖ 1 was not operable, no active links

❖ 1 completely in the Spanish language

➤ 11 advertisers that could be considered opinion leaders and innovators on Spanish language Homepage

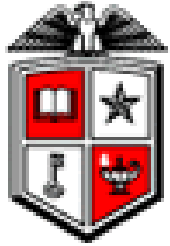


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So What?

- Spanish language links on Hispanic chambers of commerce Website is an addition with minimal costs.
- It pays off with increased awareness in the Spanish-dominant community thereby increasing sales and advertising revenues for its members.

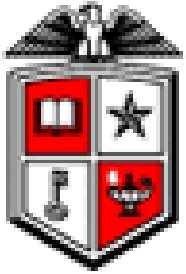


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Future Research Directions

Expand study to include other states with large Hispanic populations and states bordering Mexico, ultimately including all 50 states (estimated 600 Hispanic chambers of commerce, SAHCC).



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Conclusion Since March 30, 2007

- Amarillo added Spanish language link 😊
- Cámara de Empresarios Latinos de Houston, Texas added 4 new advertisers
- Baytown & Lubbock sites are closed
- Houston Hispanic Chamber added a Spanish language Entrepreneur Training Seminar link & international embassy links.