

Philippine Celebrity Investments & Economic Landscape: A Market Pulse Check

Celebrity Business · Answer Key · 17 Questions

1. Which of the following sectors has seen a significant surge in celebrity-backed businesses and investments in the Philippines, reflecting a growing market trend?

- A) Real Estate Development
- B) Sustainable Agriculture
- C) Digital Platforms and E-commerce**
- D) Traditional Media Production

2. In recent years, many Filipino celebrities have ventured into sustainable and eco-friendly businesses. Which of these celebrity-owned ventures directly addresses environmental concerns through plant-based products?

- A) BLK Cosmetics
- B) Happy Cup
- C) Berde Eats**
- D) District 8 Manila

3. Considering the rise of the digital economy in the Philippines, which type of investment has been increasingly favored by celebrities looking to leverage online reach and engagement?

- A) Stock Market Trading
- B) Franchising of fast-food chains**
- C) Establishing physical retail stores
- D) Investing in traditional film production

4. A study on Gen Z consumers in the Philippines indicated a shift in purchasing behavior. What factor do they prioritize over celebrity endorsements when making buying decisions?

- A) Brand price point
- B) Celebrity's social media following
- C) Recommendations from family and friends**
- D) Product availability in exclusive stores

5. The Philippine creative economy experienced significant growth in 2023, outpacing the overall economy. Which segment within the creative economy, often driven by celebrity influence, saw substantial growth?

- A) Manufacturing and Industrial Goods
- B) Mining and Natural Resources
- C) Advertising, Digital Interactive Goods, and Entertainment**
- D) Traditional Agriculture and Fisheries

6. Filipino celebrities are increasingly diversifying their investments beyond traditional entertainment. Which of the following represents a celebrity venturing into a sector that aligns with sustainable living and supporting local produce?

- A) Owning a KFC franchise
- B) Launching a makeup line
- C) Investing in an organic farm**
- D) Co-owning a gastropub

7. With the increasing internet penetration and social media usage in the Philippines, which marketing strategy has become a lucrative avenue for celebrities, translating online influence into revenue?

- A) Print advertising in newspapers
- B) Radio jingles
- C) Influencer marketing and direct-to-consumer sales**
- D) Telemarketing

8. When considering celebrity endorsements, which attribute has been found to significantly influence Filipino consumers' purchase intentions, according to studies?

- A) Celebrity's nationality
- B) Celebrity's proximity to the brand
- C) Celebrity's expertise and trustworthiness**
- D) Celebrity's age

9. Several Filipino celebrities have launched their own brands. Which celebrity is known for venturing into the beauty industry with a makeup line called BLK Cosmetics?

- A) Kathryn Bernardo
- B) Anne Curtis**
- C) Maine Mendoza
- D) Bea Alonzo

10. The Philippine entertainment industry is a significant contributor to the economy. Which sub-sector within the entertainment industry accounts for the largest share of firms and employment?

- A) Museums and Libraries
- B) Amusement Parks and Recreation Services**
- C) Theaters and Performing Arts
- D) Sports and Recreational Services

11. Recent economic trends in the Philippines show a growing interest in specific investment areas. Which of these sectors has seen major conglomerates like GT Capital and SM Investments expressing strong commitment for future investments?

- A) Traditional textile manufacturing
- B) Coal-fired power plants
- C) Renewable energy and healthcare**
- D) Commodity trading and shipping

12. A study on the impact of Hallyu (Korean Wave) stars as endorsers in the Philippines suggests that while direct impact on purchase intention might be complex, what crucial element do these endorsements significantly influence that then leads to purchase intention?

- A) Celebrity's personal wealth
- B) Brand's marketing budget
- C) Consumer's attitude towards the brand**
- D) Product's country of origin

13. In light of economic shifts, several Filipino celebrities are investing in businesses that focus on sustainability. Which celebrity has been noted for her involvement with an online vegan grocery called Berde Eats?

- A) Maxene Magalona
- B) Glaiza de Castro
- C) Megan Cabalcar**
- D) Jennylyn Mercado

14. Philippine billionaires saw their combined wealth increase in May 2026 despite a weak stock market. Which of the following factors contributed to this wealth growth for some of these billionaires?

- A) Government subsidies for small businesses
- B) Increased foreign direct investment in agriculture
- C) Stock gains in their respective companies**
- D) A decline in the global demand for commodities

15. Considering the impact of online streaming services like Netflix on the Philippine movie industry, which factor has been cited as a reason for the decline in cinema attendance, particularly in urban areas?

- A) Lack of government support for local films
- B) High cost of movie tickets and the convenience of home viewing**
- C) Limited availability of international films
- D) The rise of live theater performances

16. Which celebrity has invested in a farm producing organic crops, emphasizing sustainable living and supporting local agriculture?

- A) Elisse Joson
- B) Kathryn Bernardo
- C) Bea Alonzo**
- D) Julia Barretto

17. The growth of the Philippine creative economy is significantly influenced by digital trends. Which of the following is a key driver for this growth, as indicated by increased internet penetration and social media usage?

- A) Reduced prices of traditional media
- B) Increased reliance on print advertising
- C) The rise of influencer marketing and digital platforms**
- D) Government mandated advertising quotas