

Philippines Digital Culture: July 2026 Online Trends & Holiday Buzz

Philippines Digital Culture · Answer Key · 15 Questions

1. Which of the following is a major digital marketing trend in the Philippines expected to continue in July 2026, focusing on personalized consumer experiences?

- A) Generic email blasts
- B) Hyper-personalized marketing**
- C) Broad social media ads
- D) One-size-fits-all content

2. What type of video content continues to dominate online consumption in the Philippines, according to trends projected for July 2026?

- A) Long-form documentaries
- B) Live theater performances
- C) Short-form videos**
- D) Training webinars

3. Which social media platform is highlighted as a key area for businesses to invest in for short-form, mobile-first video content in the Philippines?

- A) LinkedIn
- B) Pinterest
- C) YouTube
- D) TikTok**

4. In July 2026, what role does social media increasingly play for businesses in the Philippines?

- A) Primarily for entertainment only**
- B) A supplementary PR tool
- C) A core business driver and e-commerce space
- D) A platform for traditional advertising only

5. Which AI application is noted for its growing use in the Philippines, with a significant percentage of users engaging with it monthly by late 2025?

- A) AI for advanced robotics
- B) AI for medical diagnosis
- C) ChatGPT**
- D) AI for weather forecasting

6. As of late 2025, what percentage of Filipinos were actively using social media?

- A) Around 30%
- B) Around 50%
- C) Around 82%**
- D) Around 95%

7. Which of these is a significant trend in Philippine digital marketing for 2026, focusing on immediate customer interaction?

- A) Automated phone calls
- B) Delayed email responses
- C) Conversational marketing and chatbots**
- D) Physical mail marketing

8. In July 2026, what is the primary way most Filipinos access the internet?

- A) Desktop computers**
- B) Public internet cafes
- C) Mobile phones
- D) Landline dial-up

9. What is a key e-commerce trend in the Philippines for 2026, impacting how consumers discover and purchase products?

- A) Exclusively in-person retail
- B) Relying solely on catalog orders
- C) Social commerce and live selling**
- D) Using only physical stores

10. Which of the following is a major holiday in the Philippines that occurs in July?

- A) Christmas Day
- B) National Heroes' Day
- C) Eid'l Fitr
- D) There are no national holidays in July**

11. Filipinos spend a significant amount of time weekly on social media. Approximately how many hours per week do they spend on average?

- A) Less than 5 hours
- B) 5-10 hours
- C) 10-15 hours
- D) More than 30 hours**

12. Which category of websites sees the highest traffic in the Philippines, indicating a strong digital adoption in that sector?

A) Gaming websites

B) Social media and chat platforms

C) Financial services websites

D) News and media websites

13. What is a notable aspect of video consumption in the Philippines, with Filipinos spending more time on online videos than traditional television?

A) They spend less time on videos than TV

B) They spend equal time on videos and TV

C) They spend more than double the time on online videos compared to TV

D) They prefer radio over online videos

14. Which platform is specifically mentioned as the one where Filipinos spend the MOST time monthly?

A) Facebook

B) Instagram

C) YouTube

D) TikTok

15. In 2026, what is the projected trend for e-commerce in the Philippines?

A) Expected to decline significantly

B) Expected to remain stagnant

C) Expected to exceed \$10 billion USD

D) Expected to be replaced by physical stores