

# Philippines Digital Culture: July 2026 Online Trends & Holiday Buzz

Philippines Digital Culture · Practice Test · 15 Questions

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**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