A Comparative Analysis of Brand Personality of Mobile Network Operators in Thailand and Philippines Using LLM-as -a-Judge: A Case Study of AIS and Globe

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Abstract

This study explores the brand personalities of leading mobile network operators in Thailand and the Philippines—Advanced Info Service (AIS) and Globe Telecom—using Large Language Models (LLMs) within the LLM-as-a-Judge framework. Three generative AI models, ChatGPT, Gemini, and DeepSeek, were employed to analyze and interpret brand-related content, offering an independent, AI-driven perspective on brand personality. Coca-Cola, a globally recognized consumer brand, was included as a control brand to provide a contrasting baseline outside the telecom sector. The study applied a qualitative content analysis approach using consistent prompts and controlled AI generation conditions to extract brand personality traits. By comparing outputs across multiple AI models, the study highlights how LLMs can consistently identify core traits such as innovative and reliable traits, while also revealing differences in how each model perceives emotional and cultural nuances in brand personality. The findings contribute to marketing and AI research by introducing a novel application of LLM-as-a-Judge for

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cross-cultural brand personality analysis. This approach expands the use of AI in branding studies beyond technical applications and highlights the role of cultural context in shaping brand personality perception. The results offer practical insights for telecom operators seeking to refine their brand positioning and provide a methodological foundation for future studies exploring brand personality using AI. A major contribution of this study is demonstrating that generative AI models can effectively uncover both shared and unique brand personality traits across industries and regions, offering a scalable approach to cross-cultural brand analysis.

Keywords: Brand Personality, LLM, MNO, Telecom Market, AI in Branding

Introduction

In today's highly competitive telecom industry, firms are under growing pressure to innovate and stand out from their competitors. Brand personality plays an important role in shaping how consumers perceive and connect with brands, helping companies build stronger relationships with their customers (Aaker, 1997). Beyond reliable coverage or competitive pricing, mobile network operators are increasingly expected to show human-like traits that emotionally resonate with their audiences. These brand personalities—whether perceived as innovative, trustworthy, or community-focused—influence how consumers develop trust, emotional attachment, and commitment toward brands (Louis & Lombart, 2010). In Southeast Asia, Advanced Info Service (AIS) in Thailand and Globe Telecom in the Philippines have each built a strong national presence and lead in 5G technology and market share. While their technical achievements are well recognized, there is limited understanding of how their brand personalities compare, especially across different cultural settings. Previous research, including a study by Auemsuvarn and Daengsi (2025), has examined brand

personality within Thailand's telecom market, but few studies have taken a cross-country approach using modern AI-based tools to explore these differences.

With the rise of artificial intelligence (AI) and natural language processing, Large Language Models (LLMs) offer new ways to explore brand meaning beyond human surveys or traditional media analysis. Models such as ChatGPT, Gemini, and DeepSeek are capable of interpreting text data and producing insightful descriptions (Raza, Jahangir, Riaz, Saeed & Sattar, 2025). This study introduces the LLM-as-a-Judge approach, where multiple AI models are tasked with independently evaluating brand personalities based on identical prompts. Unlike past studies that mainly used AI for customer service dialogues or sentiment detection, this study positions LLMs as evaluators of brand meaning, capable of identifying emotional and functional traits without human guidance. The research also includes Coca-Cola as a control brand to provide a contrast between global consumer brands and regional telecom brands, highlighting how brand personality differs across industries and market scales.

The significance of this study lies in its contribution to both marketing and AI research. With regard to marketing, it demonstrates how generative AI can be applied as an independent evaluator of brand personality across cultures, filling a gap in Southeast Asian brand personality studies. It also offers practical insights for telecom operators aiming to position their brands more effectively in cross-cultural markets. For AI research, it expands the use of LLMs beyond functional tasks to more complex, qualitative brand personality evaluations. By comparing how multiple AI models interpret the same brands, this study highlights the strengths and differences in AI-driven brand personality analysis. Ultimately, this research provides a new, scalable method for companies and researchers to monitor and analyze brand

personality in the digital space, where consumer-brand interactions increasingly take place through language-driven platforms.

Research Objectives

The objectives of this study are, to:

1. Analyze and compare the brand personalities of AIS and Globe Telecom using Large Language Models (LLMs), focusing on key personality traits interpreted from AI-generated brand descriptions.

2. Apply and examine the effectiveness of the LLM-as-a-Judge framework in evaluating brand personality traits across multiple generative AI models to ensure consistency and diversity of perspectives.

3. Investigate how cultural and market contexts influence the brand personality interpretations of leading mobile network operators in Thailand and the Philippines, providing a cross-country comparative analysis.

Literature Review

Brand Personality

The application of brand personality theory in marketing is rooted in psychology, wherein personality is conceptualized as a stable set of traits or characteristics that influence individual behavior across various contexts (McCrae & Costa, 1997). This theoretical foundation enables marketers to draw from human psychology in conceptualizing brands as entities capable of social and emotional engagement with consumers, thereby extending traditional notions of identity and relationship-building to the domain of brands.

Brand personality refers to the attribution of human-like traits to brands (Aaker, 1997), a phenomenon explained by the concept of anthropomorphism—consumers' tendency to perceive and interpret non-

human entities as possessing human characteristics or emotions (Epley, Waytz & Cacioppo, 2007). Through this lens, brands are not merely products or corporate symbols, but are imbued with expressive qualities that influence how they are cognitively and affectively processed by consumers. By perceiving brands as people, consumers are more likely to form emotional bonds and interact with them on a relational level (Fournier, 1998). These relationships contribute to deeper brand engagement and long-term loyalty. While human personality helps predict individual behaviors (Pansuppawatt & Pansuppawatt, 2018), brand personality in marketing plays a similar role by shaping how consumers trust and stay connected with brands (Louis & Lombart, 2010). For example, automobile brands are often associated with distinct traits: BMW is seen as cool, trendy, luxurious, and stylish, while Toyota is viewed as down-to-earth, rugged, and outdoorsy. These perceptions extend beyond functionality and influence consumers' attitudes and behavioral intentions.

Aligned with this perspective, self-concept theory posits that consumers prefer brands that reflect or reinforce their self-identity, whether in the form of the actual self (how individuals see themselves) or the ideal self (how they wish to be perceived) (Malär, Krohmer, Hoyer & Nyffenegger, 2011; Sirgy, 1982). The congruity between brand personality and self-concept—termed self–brand congruence—motivates brand choice and fosters stronger consumer–brand relationships. For example, upper-class consumers may use luxury brands to express their actual self, while middle-class consumers may adopt them to project their ideal self.

Previous Studies on Measurement

Early academic efforts to measure brand personality sought to capture how consumers attribute human-like qualities to brands. Aaker's

(1997) influential work laid the foundation for this field by constructing a multidimensional framework through a rigorous combination of qualitative and quantitative methods. Her process began with the generation of a broad list of personality traits, which was then refined through consumer evaluations and validated via extensive statistical analyses, including reliability checks across different brands and different sample groups. This approach resulted in a five-factor scale that has since become a standard reference in brand personality research (Aaker, 1997).

However, several subsequent studies have found that applying a single, universal scale may overlook important local or category-specific nuances. Researchers in different countries and industries have frequently chosen to develop new scales or adapt existing ones to better fit their cultural context, product characteristics, or consumer markets. For example, Geuens, Weijters and De Wulf (2009) proposed a more compact and flexible scale tailored to various product categories, while Sung and Tinkham (2005) highlighted how cultural differences necessitate adjustments to brand personality constructs. This has led to a variety of measurement tools that reflect unique combinations of traits, underscoring that brand personality is not only conceptually diverse, but also shaped by local perceptions and expectations. As a result, selecting or designing an appropriate scale often depends on the specific cultural and industrial setting, as well as the strategic objectives of the study (Azoulay & Kapferer, 2003).

In recent years, advancements in artificial intelligence (AI) have introduced new ways to explore brand personality beyond traditional survey-based scales. With the development of natural language processing and machine learning models, researchers can now analyze large volumes of brand-related text—such as advertisements, online reviews, and social media conversations—to infer brand personality traits (Kietzmann, Paschen

& Treen, 2018; Lee & Bradlow, 2011). This data-driven approach allows for capturing more dynamic and context-specific perceptions of brands, offering an alternative that complements or even challenges conventional methods. Consequently, AI-based analysis represents an important evolution in the measurement of brand personality, opening new opportunities to investigate how consumers perceive and emotionally connect with brands in real time.

Overview on the 5G Mobile Service Leaders in Thailand and Philippines

In Thailand, AIS is the leading mobile network operator, known for its wide spectrum of holdings and for launching the country's first 5G service in 2020 through its subsidiary Advanced Wireless Network (AWN) after acquiring the 2600 MHz band and investing over 2 billion baht (GSMA, 2020). AIS initially deployed 5G in key areas like Chiang Mai, Phuket, and Pattaya. By 2024, its network reached over 95% of the population and was ranked the top network in independent surveys (Srimuk, Pornpongtechavanich, Prajong, Horkaew & Daengsi, 2024). AIS uses multiple frequency bands—700 MHz, 1800 MHz, 2100 MHz, 2600 MHz, and 26 GHz—and technologies such as massive-MIMO to deliver strong, wide coverage. In the Q2/2025 spectrum auction, AWN won 30 MHz of 2100 MHz frequencies, further strengthening AIS's network (AIS, 2025). Field tests showed AIS achieving download speeds of over 300 Mbps in several areas (Srimuk et al, 2024).

In the Philippines, Globe Telecom launched Southeast Asia's first commercial 5G fixed wireless service in 2019. By 2024, it reported 98.69% 5G coverage in Metro Manila (see Figure 1) and 96.95% in major cities in the Visayas and Mindanao, with over nine million 5G devices (Globe Telecom, 2024). Globe leads in overall coverage and enterprise innovation, including the launch of its first private 5G network. Although 4G still dominates, 5G adoption is rising, with GSMA projecting nearly 50% of mobile connections

to be on 5G by 2030. Globe continues to invest in expanding coverage, enhancing user experience, and supporting the Philippines' digital transformation.

Related Works Associated with LLM-as-a-Judge.

The use of Large Language Models (LLMs) to analyze brand personality is a growing area of interest, especially through the "LLM-as-a-Judge" approach. Several studies have contributed to this field (Table 1). For example, Auemsuvarn and Daengsi. (2025). explored brand personality in Thailand by analyzing AIS and True using three LLMs, including ChatGPT. Their results showed that LLMs could identify traits like innovation, trustworthiness, and social responsibility. However, the study focused only on the Thai market and did not include other telecom operators or countries, such as Globe in the Philippines, revealing a gap in cross-country brand personality comparisons. Other relevant studies have used LLMs for business explanations (Fahland, Fournier, Limonad, Skarbovsky & Swevels, 2025), e-commerce sentiment analysis (Roumeliotis, Tselikas & Nasiopoulos, 2024). and telecom service dialogues (Li et al., 2024), though none directly addressed brand personality in telecom across cultures. Kahng et al. (2024) introduced the LLM Comparator to evaluate differences in model outputs, supporting multi-model analysis of brand traits. Research by Sollenberger, Patel, Munley, Jarmusch, and Chandrasekaran (2024) and Al Azher and Alhoori (2024) confirmed the usefulness of LLM-as-a-Judge in technical contexts, but not in human-centered topics like brand identity. Overall, existing research shows LLMs are capable of interpreting complex content, yet few studies focus on cross-national brand personality in telecom. This study addresses that gap by comparing AIS and Globe, expanding LLM use into cross-cultural brand personality analysis in Southeast Asia's mobile telecom industry.

Research Methodology

This study employed a four-step data analysis procedure incorporating generative AI models and qualitative content analysis. The objective was to identify and compare brand personality traits across multiple brands by analyzing AI-generated descriptions under standardized conditions. The full process is summarized in Table 2.

Step 1: Selection of Target and Control Brands. Two major mobile network providers—Advanced Info Service (AIS) in Thailand and Globe Telecom in the Philippines—were purposively selected as the target brands due to their market leadership and regional relevance. Coca-Cola, a globally recognized beverage brand, was chosen as a control brand to provide contrast in product category and industry context. Brand selection was guided by a review of the relevant literature and an analysis of brand positioning on official websites.

Step 2: Selection of Generative AI Tools. Three widely used generative AI models were selected to serve as analytical agents: ChatGPT, Gemini, and DeepSeek. These models were chosen based on their popularity, accessibility, and reputation for generating linguistically rich outputs. Their suitability was confirmed through a review of technical documentation and related applications in natural language processing.

Step 3: Analysis of Brand Personality. To initiate analysis, the same neutral, open-ended prompts were submitted to each AI model to elicit brand personality descriptions. The prompts were as follows:

"As a branding expert, how would you describe the brand personality of AIS, a leading telecom provider in Thailand?"

Vs.

"As a branding expert, how would you describe the brand personality of Globe, a leading telecom provider in the Philippines?"

and Control brand

As a branding expert, how would you describe the brand personality of Coca-Cola, a leading beverage brand in the world?

These prompts were intentionally non-directive and excluded any predefined theoretical framework, allowing each model to respond based on its training data and language inference capabilities.

To enhance consistency and minimize variability, each model session was reset and restarted prior to prompt submission. The temperature setting was fixed at 0.1 across all platforms to promote deterministic, focused outputs with minimal randomness. These standardized conditions were applied beginning on 16 June 2025 at 5:00 p.m., ensuring that all responses were generated under uniform technical parameters.

Following data collection, all AI-generated texts were cleaned and prepared for analysis. The researchers conducted a dual-layered analysis, involving: (1) qualitative interpretation of the semantic meaning of the descriptors, and (2) frequency-based categorization of recurring brand personality traits. This analytical process was informed by established procedures in directed content analysis (Elo & Kyngäs, 2008) and by theoretical frameworks on brand personality (Aaker, 1997; Auemsuvarn & Ngamcharoenmongkol, 2022).

Step 4: Interpretation and Comparison of Findings. Brand personality traits were identified through methodological triangulation, using cross-analysis of outputs from the three AI models. This approach enabled the identification of consistent (or diverging) brand personality traits across systems, thereby enhancing credibility and analytical robustness (Denzin, 1978; Lincoln & Guba, 1985). The final findings were used to derive theoretical conclusions and practical implications.

Results

Table 3 shows how the three AI models, ChatGPT, Gemini, and DeepSeek' describe the brand personality traits of AIS, Globe, and Coca-Cola. With regard to AIS, the models mostly agree that it is innovative, reliable, and customer-focused. AIS is also described as a brand that cares about the community and reflects a sense of Thai national pride. Gemini described AIS as a wise and caring leader, while DeepSeek added a youthful and energetic feel to the brand's image. Globe Telecom, pointed out that all three models are empathetic, community-minded, and trustworthy brands. Globe is seen as warm, approachable, and socially responsible. DeepSeek describes Globe as a digital pioneer and a youthful, trendsetting brand, while ChatGPT and Gemini highlight its role in supporting people and driving progress. These descriptions fit Globe's position in the Philippines as a friendly, people-focused company that looks to the future. As for Coca-Cola, which was used as a control brand, all models described it with universal traits such as being timeless, classic, friendly, and energetic. Coca-Cola is seen as approachable, happy, and well-loved around the world. Unlike the telecom brands, Coca-Cola's personality focused more on emotional warmth and cultural connection rather than technology or social responsibility. This shows how the AI models can recognize the differences between consumer brands and telecom companies based on both emotional and functional qualities.

As presented in Table 4, the brand personality traits identified by the AI models show how often each model describes similar traits, making it easier to compare the brands. With regard to AIS, innovative, modern, and reliable traits are the most commonly mentioned across all models. This confirms AIS's image as a leading and trustworthy tech brand. Other traits such as community-focused, customer-centric, and socially respon-

sible also appear, reflecting its efforts to connect with Thai consumers and society. With regard to Globe, the AI models highlight empathetic, inclusive, progressive, and community-driven traits, showing the brand's strong emotional connection with its users in the Philippines. Globe is also described as reliable and innovative, much like AIS, but its personality leans more toward being approachable and empowering. DeepSeek emphasizes Globe's role as a "nation builder" and a "youthful catalyst," adding cultural and social meaning to the brand's image.

As a control brand, Coca-Cola is described in more universal and emotional terms. All three models consistently see Coca-Cola as timeless, friendly, and optimistic, with additional traits such as approachable, happy, and authentic. Unlike the telecom brands, Coca-Cola's personality focuses less on being innovative or socially responsible, and more on creating emotional joy and being globally familiar. These results show that the AI models clearly distinguish between the technical, service-oriented image of telecom brands and the emotionally driven personality of a global consumer brand.

Conclusion and Discussion

This study highlights the potential of using generative AI models as independent evaluators for brand personality analysis in the telecom industry. Instead of depending solely on traditional surveys or human judgment, the LLM-as-a-Judge framework introduces a new, data-driven approach for examining how brand personality traits are portrayed through language. A major finding of this study is that AI models can detect not only practical qualities like innovative and reliable traits, but also emotional and culturally influenced traits that give each brand a distinct personality. This creates a more complete picture of how brands such as AIS and Globe are perceived beyond their technical features and services.

The results shows that both AIS and Globe reflect strong brand personalities built on being innovative, reliable, and community-focused. However, their brand personalities differ in meaningful ways. AIS emphasizes its role as a national tech leader in Thailand, reflecting a personality that is competent and authoritative, while Globe conveys traits such as being empathetic, socially responsible, and inclusive—aligning with a more people-centered brand character in the Philippines.

For Coca-Cola, which is a control brand from a different industry, the AI models are able to distinguish brand personality traits that resonate with a globally recognized brand established over a century ago and which is present in more than 100 countries worldwide. Customers perceive the brand as friendly and original, which aligns with the findings of Louis and Lombart (2010), who employed a conventional, survey-based method to measure Coca-Cola's brand personality. Notably, the brand personality traits identified through these different methods appear to be quite similar, indicating that AI models can serve as a reliable supplementary tool for interpreting brand personality in ways that closely align with traditional approaches.

Compared to previous work by Auemsuvarn and Daengsi (2025), which focused solely on Thai brands, this study broadens the scope by offering a cross-country comparison that reveals cultural differences in how telecom brand personality is perceived. It also supports the findings of Roumeliotis et al. (2024), who demonstrated that fine-tuned AI models can identify emotional traits in consumer product reviews. The use of three AI models, ChatGPT, Gemini, and DeepSeek, enable a richer understanding of brand personality. While all models agree on core attributes such as being innovative and trustworthy, each model also emphasizes distinct brand characteristics. Gemini describes AIS using archetypes such as "The Sage" and "The Caregiver," whereas DeepSeek portrays Globe as a "Nation

Builder" and a "Youthful Catalyst." These findings support the argument by Kahng et al. (2024) that comparing outputs from multiple LLMs helps uncover differences in how models interpret brand narratives. Furthermore, while Li et al. (2024) employed LLMs to evaluate customer service performance in the telecom sector, this study extends the application of LLMs to the analysis of higher-level brand meanings, including brand personality, emotional resonance, and symbolic associations that shape consumer perceptions across cultural contexts.

Lastly, this study contributes to the growing body of research on AI in marketing by showing how LLMs can support cross-cultural brand personality comparisons. It demonstrates that the LLM-as-a-Judge approach is useful for uncovering both functional and emotional brand personality traits across different countries and industries. The findings can help marketers better understand how their brand personalities are perceived in various cultural contexts and adjust their brand communication strategies to strengthen their competitive positioning. Furthermore, this approach broadens the role of AI in brand personality analysis, offering a scalable and adaptable method for brand evaluation in both local and international markets.

Suggestions

For practical applications, businesses should consider integrating LLM-based analysis into their brand monitoring and strategy development processes. This would allow them to track how their brand personality is interpreted across different markets and adjust their communications accordingly. For instance, mobile network operators like AIS and Globe Telecom could apply these insights in real-world contexts—AIS might use the trait of being an "authoritative innovator" to reinforce its leadership in digital infrastructure and promote advanced offerings such as 5G-enabled

smart living services, while Globe could emphasize its “youthful and inclusive” personality to resonate with younger demographics through localized digital content and culturally attuned messaging. These examples illustrate how the LLM-as-a-Judge approach can directly inform practical strategy.

Marketing teams and branding consultants can adopt this method to conduct scalable, low-cost assessments of brand perceptions across different cultural markets, enabling more precise targeting and tailored messaging. This is particularly valuable for regional expansion strategies, such as for Southeast Asian telecom firms entering neighboring markets with distinct cultural dynamics. The approach also offers opportunities for real-time tracking of brand shifts, crisis management, and competitive positioning by analyzing how different models perceive brand narratives over time.

Despite its contributions, this study has several important limitations related to both the scope of the models used and the nature of LLMs themselves. First, the analysis involved only three AI models: ChatGPT, Gemini, and DeepSeek, which may not reflect the full range of capabilities among available large language models. The outputs generated by these models can be biased due to the nature of their training data, which often overrepresents certain cultures, opinions, or groups. This may lead to skewed or inconsistent interpretations. The study also focused only on English-language prompts and responses, which limits its relevance for non-English-speaking markets. LLMs often have difficulty with linguistic and cultural subtleties such as sarcasm, emotion, or local expressions, particularly in languages like Thai. They also lack real-world experience and cultural understanding, which may affect how they interpret brand traits across different regions. Another challenge is the limited transparency in how these models produce results, making it hard to explain their reasoning. Lastly, the

study did not involve direct consumer feedback, so it remains unclear whether the AI-generated brand personalities match actual public perceptions. While LLMs are useful for generating scalable insights, they should be seen as a complement to traditional research methods to ensure findings are accurate, culturally sensitive, and grounded in real consumer views.

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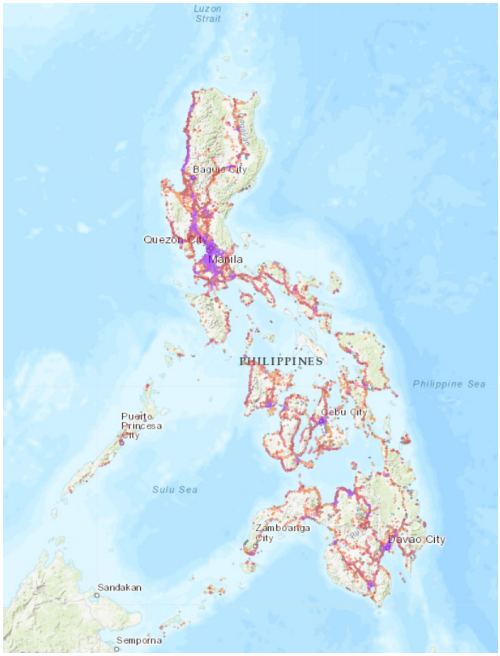

Figure 1. Globe Telecom's 4G,5G coverage map in Philippines (nPerf, n.d.)

Table 1. Related Research Works

Author(s)	Year	Country	LLM(s)	Major findings
Auemsuvarn & Daengsi	2025	Thailand	ChatGPT, Copilot, Gemini	Analyzed AIS and True's brand personalities in Thailand; showed LLM-as-a-Judge can reflect brand traits like innovative and reliable personality.
Fahland et al.	2025	Netherlands / Israel	GPT (unspecified)	Introduced SAX4BPM, a framework leveraging LLMs to explain and interpret business processes in a human-understandable manner, addressing context-specific challenges.
Roumeliotis et al.	2024	Greece	GPT-3.5, LLa-MA-2	Conducted a comparative study on product review sentiment analysis, showing that fine-tuned LLMs significantly improve the detection of customer satisfaction and emotional nuances.
Li et al.	2024	China	Qwen-32B, GPT-4	Created a telecom-specific benchmark, evaluating LLMs on pre-call, in-call, and post-call tasks. Found strong results in dialogue generation and knowledge-based question answering.
Kahng et al.	2024	USA	Google internal LLMs	Developed the LLM Comparator, a tool for interactively analyzing the side-by-side evaluation results of LLMs. Helps understand why and when models outperform each other.
Sollenberger et al.	2024	USA	DeepSeek-Coder-33B	Explored LLM-as-a-Judge (LLMJ) for compiler test validation, showing that agent-based prompting improves assessment accuracy, though this work focuses on software code correctness.
Al Azher & Alhoori	2024	USA	GPT-4o, Qwen, Llava	Applied multimodal LLMs to generate descriptive summaries of bar and line charts in scientific papers, focusing on clarity and completeness of visual explanations, not brand context.

Table 2. Sequential Steps in the Data Analysis Plan

Steps	Methods	Outcomes
Selection of Target Brands and Control Brand	Review of relevant literature and analysis of information from official websites	AIS (Thailand) and Globe Telecom (Philippines) were selected as target brands, with Coca-Cola (beverage brand) as a contrasting control brand.
Selection of Generative AI Tools Employed in the Study	Review of relevant literature and analysis of information from official websites	Three widely used generative AI tools were selected for this study: ChatGPT, Gemini, and DeepSeek.
Analysis of Brand Personality	Prompting and cleansing data for further analysis conducted by the researchers	Brand personality traits generated by the three AI models were cleaned and analyzed by the researchers based on both their semantic meaning and frequency of occurrence.
	Synthesizing and validating findings	Brand personality dimensions were identified through methodological triangulation via cross-analysis of outputs from three AI models.
Conclusion and Discussion of Findings	Interpretation and cross-model comparison	Findings were interpreted across models to derive conclusions and highlight key implications.

Table 3. Brand Personality Outputs of AIS, Globe, and Coca-Cola Generated by Three Generative AI Models

Prompt	ChatGPT (GPT-4o Mini)	Gemini (2.5 Flash)	DeepSeek - V3
As a branding expert, how would you describe the brand personality of AIS, a leading telecom provider in Thailand?	1. Innovative and Technologically Advanced 2. Emotionally Resonant and Human-Centric 3. Trustworthy and Reliable 4. Inclusive and Community-Focused 5. Youthful and Trend-Savvy	1. The Sage (Wisdom, Knowledge, Guidance) 2. The Caregiver (Nurturing, Supportive,Reliable) 3. The Innovator/Magician (Visionary, Transformative, Cutting-edge)	1. Innovative & Future-Focused 2. Reliable & Trustworthy 3. Customer-Centric & Empathetic 4. Energetic & Youthful 5. Thai-Centric & Patriotic
As a branding expert, how would you describe the brand personality of Globe, a leading telecom provider in Philippines?	1. Empathetic Warm, caring, and human-centered 2. Innovative 3. Reliable Consistent, stable, and trustworthy 4. Inclusive & Community-Oriented Socially responsible and empowering 5. Youthful & Trend-Savvy Modern, expressive, and culturally in tune	1. Approachable & Relatable 2. Optimistic & Empowering 3. Progressive & Pioneering 4. Responsible & Purpose-Driven	1. The Digital Pioneer *(Innovative, Future-Focused)* 2. The Nation Builder *(Patriotic, Community-Driven)* 3. The Reliable Connector *(Trustworthy, Ubiquitous)* 4. The Youthful Catalyst *(Playful, Trendsetting)* 5. The Empathetic Ally *(Customer-Centric, Inclusive)*
As a branding expert, how would you describe the brand personality of Coca-Cola, a leading beverage brand in the world?	1. Classic & Timeless 2. Friendly & Approachable 3. Optimistic & Uplifting 4. Youthful & Energetic 5. Universal & Inclusive	1. Optimistic and Joyful 2. Friendly and Approachable 3. Authentic and Timeless 4. Wholesome and Simple 5. Consistent and Reliable	1. Happy & Optimistic 2. Universal & Inclusive 3. Nostalgic & Traditional 4. Refreshing & Fun 5. Authentic and Trustworthy 6. Bold & Iconic

Table 4. Coding of AI-Derived Brand Personality Traits for AIS, Globe, and Coca-Cola (Control Brand: CB)

Code	Description	ChatGPT			Gemini			DeepSeek		
		AIS	Globe	CB	AIS	Globe	CB	AIS	Globe	CB
INN (Innovative)	Innovative/Visionary/Future-Focused	✓	✓		✓			✓✓	✓✓	
PRO (Progressive)	Trend-Savvy/Modern/ Progressive/Pioneering/ Trendsetting/ Transformative/Cutting-edge/ Bold	✓	✓✓		✓✓	✓✓			✓	✓
TEC (Technologically-Advance	Technologically-Advance	✓								
REL (Reliable)	Reliable/Trustworthy/ Consistent/Stable	✓✓	✓✓✓✓		✓		✓	✓✓	✓	✓
KNO (Knowledge)	Wisdom/Knowledge/Guidance				✓✓✓					
INC (Inclusive)	Inclusive/ Ubiquitous	✓	✓	✓					✓✓	✓
COM (Community-Focused)	Community-Focused/ National Focus/ Thai-Centric/Patriotic/Culturally in tune	✓	✓✓					✓✓	✓✓✓	
CUS (Customer-Centric)	Human-Centric/Customer-centric	✓	✓					✓	✓	
RES (Responsible)	Socially responsible/Responsible		✓			✓				
CAR (Caring)	Supportive/Nurturing/ Empathetic Caring/ Warm/Uplifting		✓✓✓	✓	✓✓			✓		
YOU (Youthful)	Youthful/Optimistic/Energetic/ Joyful/Happy/ Refreshing/Fun	✓	✓	✓✓✓		✓	✓✓	✓✓	✓	✓✓✓✓
APP (Approachable)	Approachable/Expressive/Relatable/Friendly/ Simple		✓	✓✓		✓✓	✓✓✓			
EMP (Empowering)	Empowering		✓			✓				
EMO (Emotionally Resonant)	Emotionally Resonant	✓								
(NOS) Nostalgic	Nostalgic									✓
Timeless (TIM)	Classic/Timeless/Authentic/Traditional/Iconic			✓✓			✓✓			✓✓✓
PUR (Purpose-Driven)	Purpose-Driven					✓				
(WHO) Wholesome	Wholesome						✓			