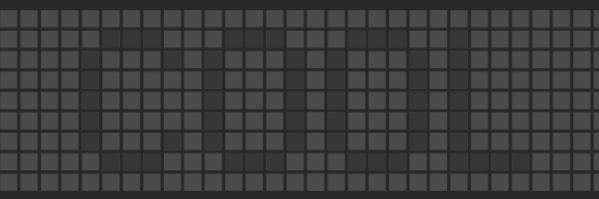


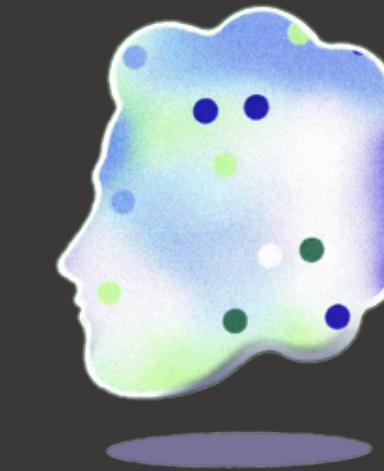
# Let's Get Started





I am **Rami Huu Nguyen.**

**EXPLORATION**

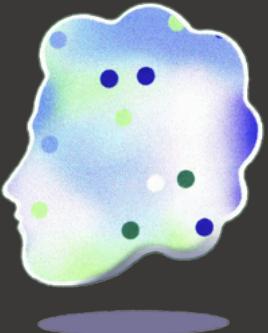


*I am **lifelong learner.***

*I've spend the last 9 years of learning across Vietnam, Singapore, and Boston.*



*I've explored various knowledge  
business, logistic, marketing, data analytics, and AI*



*I was a Vietnamese local student who just got started since 2014.*



**GenAI**

**Now**

**AI Researcher, at UMass Boston**

**Co-Founder, Technical Project Leader at The AI Fantastic**

**PhD of Computational Science, Data Analytics**

**I see the connection between my learning behavior and  
how I stay loyal to the brand.**



# Can the way I learn in class predict how I behave as a consumer?

*in Vietnam, Singapore, Boston*

**Presented by Rami Huu Nguyen  
Edited and Reviewed by Ila Lama**

# Vietnam



# Theme 1: Repetition Builds Brand Loyalty

Traditionally, Vietnamese students are often trained to "learn for the test".

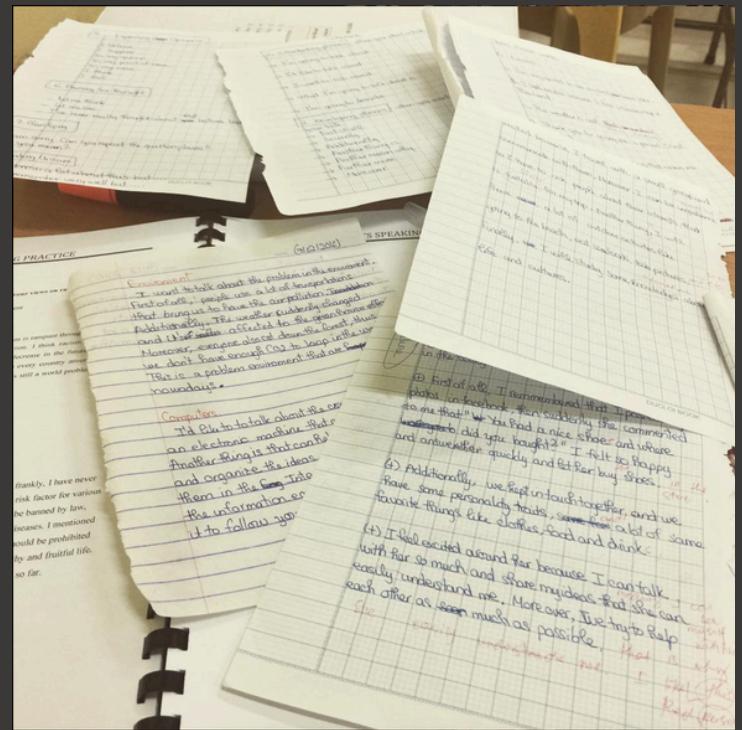
**Rewrite ideas**



**Develop a habit**



**Build loyalty**



*Lipton uses dynamic ads throughout the day (morning, lunch, break, bedtime) to remind people to drink Lipton.*



**The same repetition that builds memory builds brand loyalty.**



## Theme 2: Teamwork Builds Group Loyalty

Vietnamese students prefer to learn by doing, and discuss in groups.

Collaborate together → Make group choices → Build social loyalty



Phuc Long introduced "Combo of 3 Big Teas".



April 2014

Rami Huu Nguyen

The same teamwork that builds group learning builds group loyalty.

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## Theme 3: Trusting Teachers Turns to Trursting Brand

Vietnamese students often listen quietly, take notes, and rarely challenge the teacher's words.

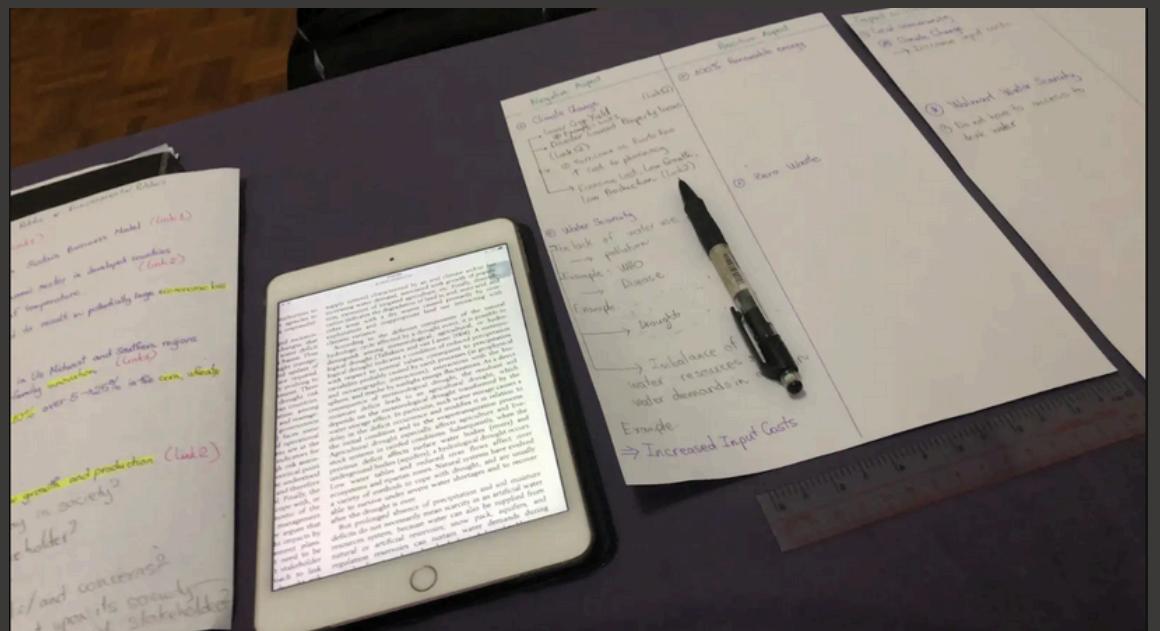
Listen carefully



Follow guidance



Build brand trust



*In school, I trust the teachers without questioning them.*



Everytime people see fried chicken or fries, they automatically think of Cholimex.



Trusting my teachers makes me trust brands.

# Singapore



# **Theme 1: Working for Results, Buying for Rewards**

Singaporean students often work very hard motivated by results, and external expectations.

Study for **results**



Seek **quality proof**



Choose **rewarded brands**



*We worked hard for good scores to study overseas, and get high-quality jobs.*



*We shop for "A" brand, illustrates the sense of achievement.*



*ToastBox turns effort into action with a \$2 reward.*



## **Theme 2: Inspired to Learn, Inspired to Buy**

Singaporean students often find joy in learning, not only in results.

Find joy in learning

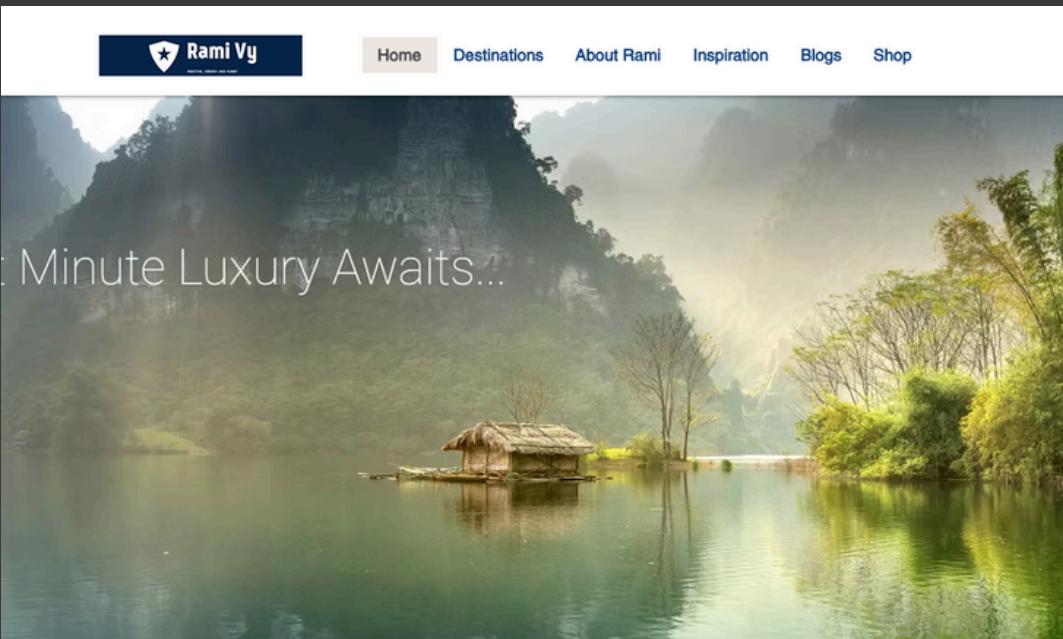


Create with passion



Choose inspiring brand

*The brand turns effort into passion and purpose.*



*I built my own personal website in an Internet Marketing class.*



*I love sketching layouts, and matching colors for a travel theme.*



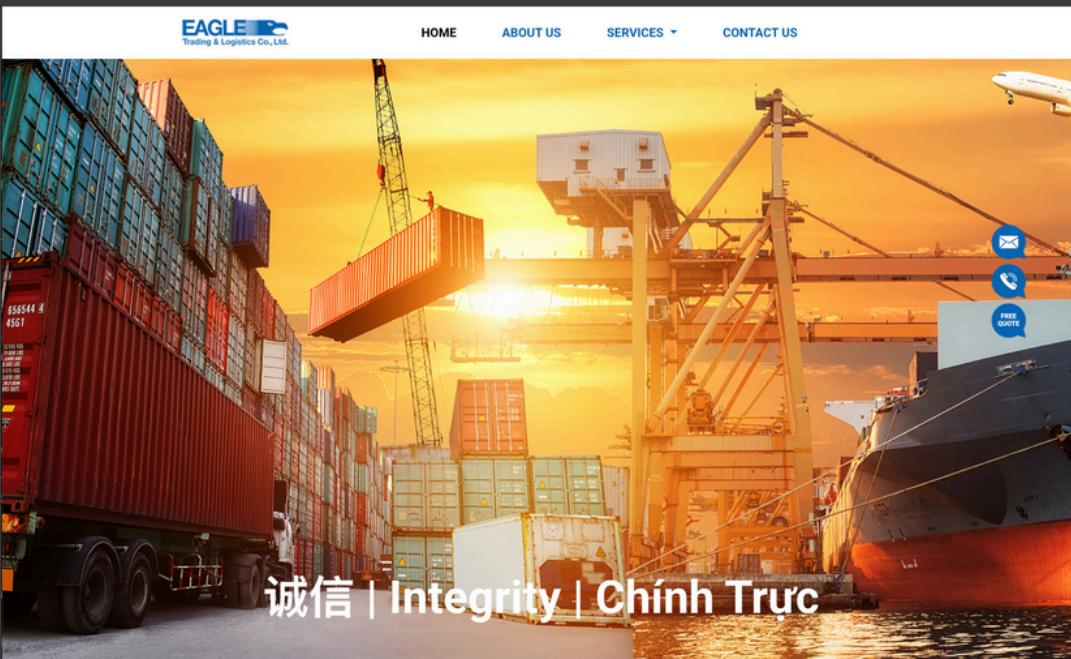


## Theme 3: Learning Through Curiosity, Buying Through Collaboration

Singaporean students are less hesitant to ask questions, learn in group, and choose their own paths

*I had an internship course, I redesigned website layout.*

Ask **questions**



Compare **options**



Appreciate **creativity**

**Both brands blends Japanese design and Singapore heritage.**

*I often asked how to blend logistics with marketing and worked with a web developer to make the website standout.*



# Boston



# Theme 1: Learning Through Creation, Buying Through Co-Creation

Students value the process of creating more than grades. They take pride in their work, and achievements.

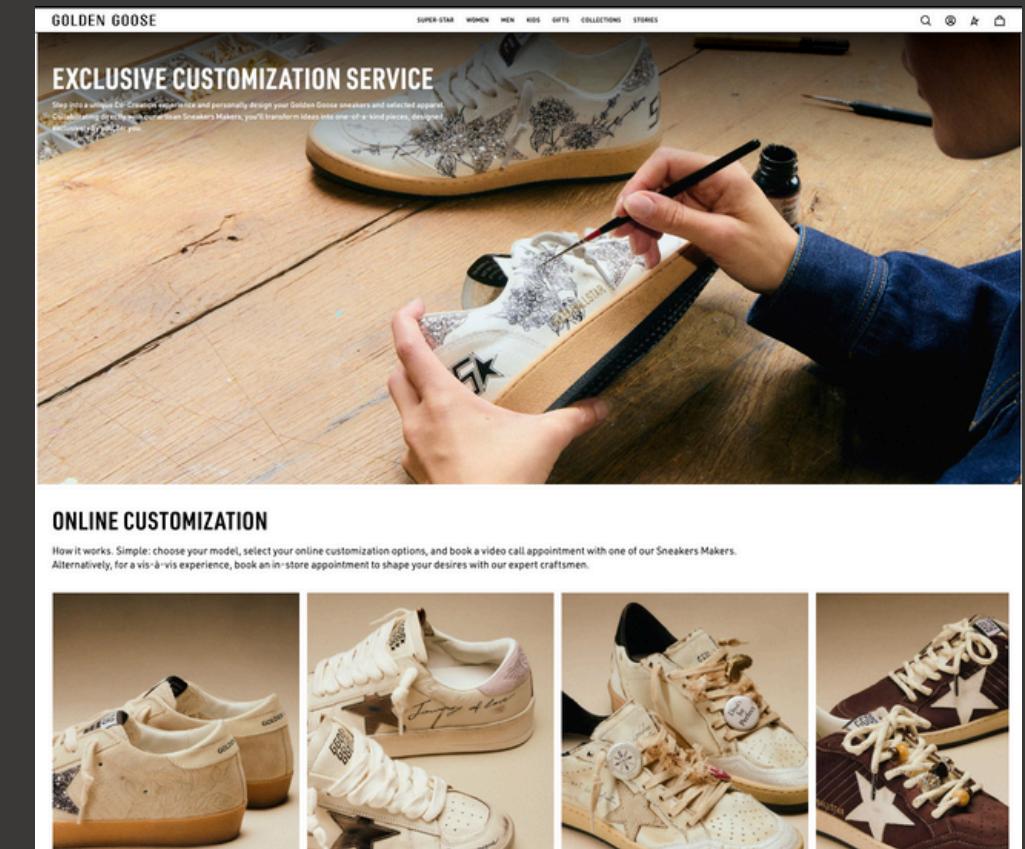
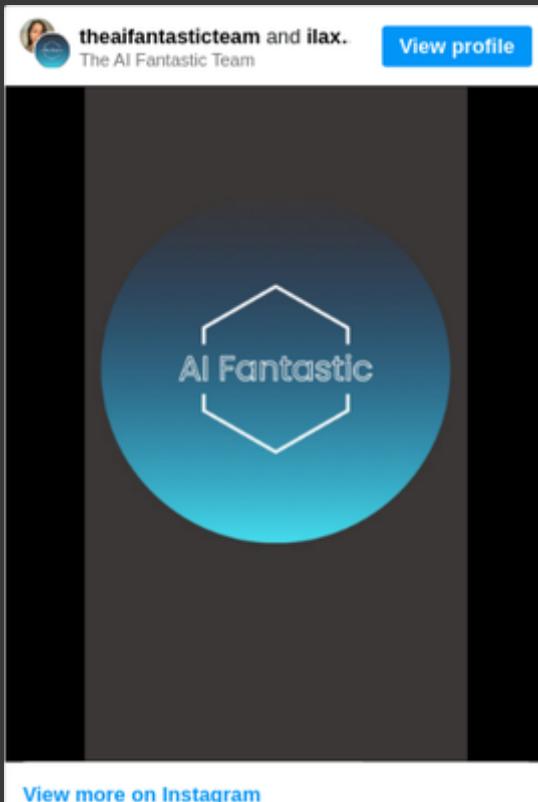
**Create together**



**Share Ideas**



**Celebrate results**



**Golden Goose X Customized Shoes**

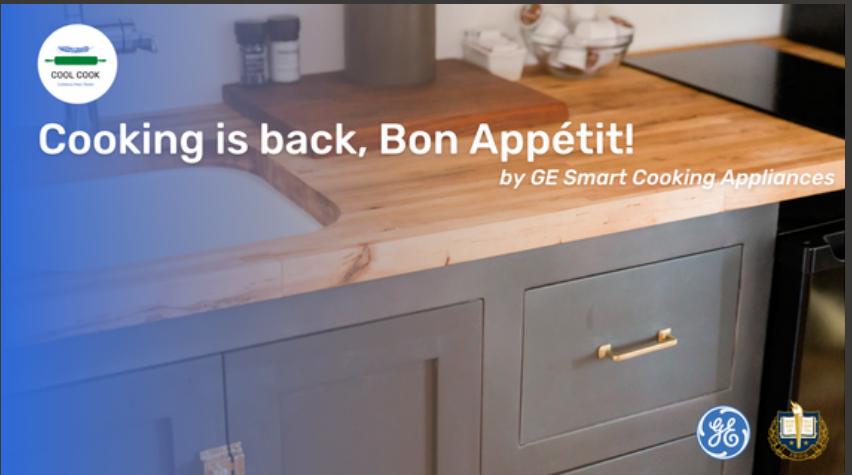
**Both experiences highlight the joy of co-creation.**



## **Theme 2: Learning by Doing, Shopping by Interacting**

**Students' employability skills improved by 25% after applying learning in real projects.**

**Learn by doing**

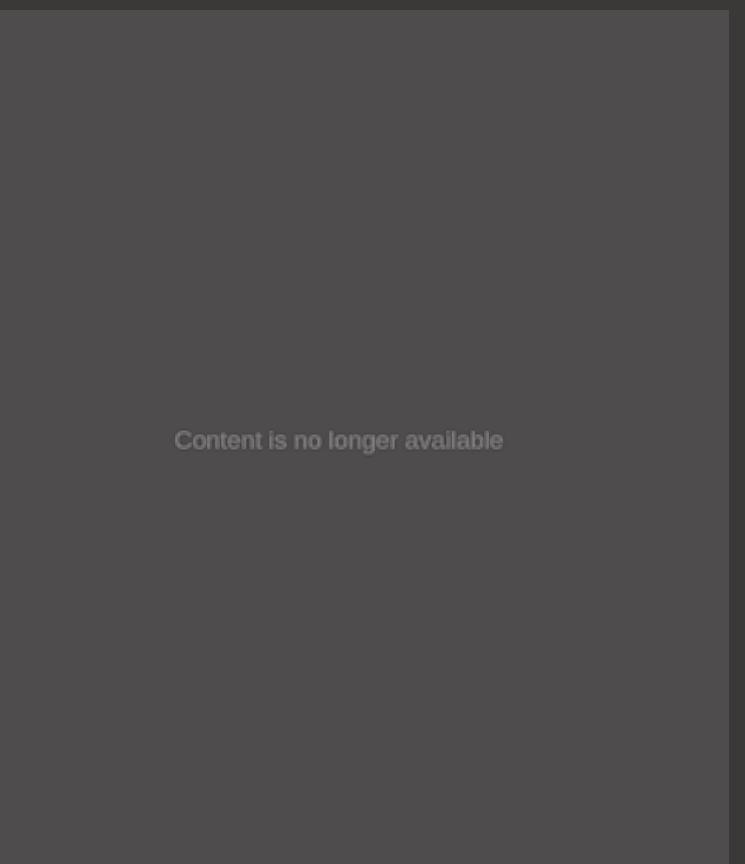


*Our teams **collaborated with GE Profile** to understand customers' needs to build new product.*

**Apply in Real Life**



**Gain Feedback**



*Generate arts and colors*

**Both experiences turn feedback into innovation.**



## Theme 3: Multi-Disciplinary Collaboration

Students felt more satisfied and gained deeper understanding when collaborating across disciplines.

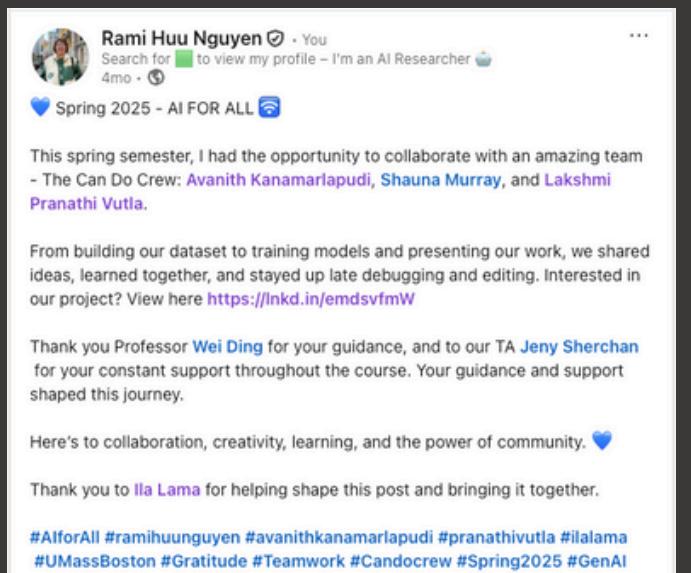
## Combine Strengths



## Integrate Ideas



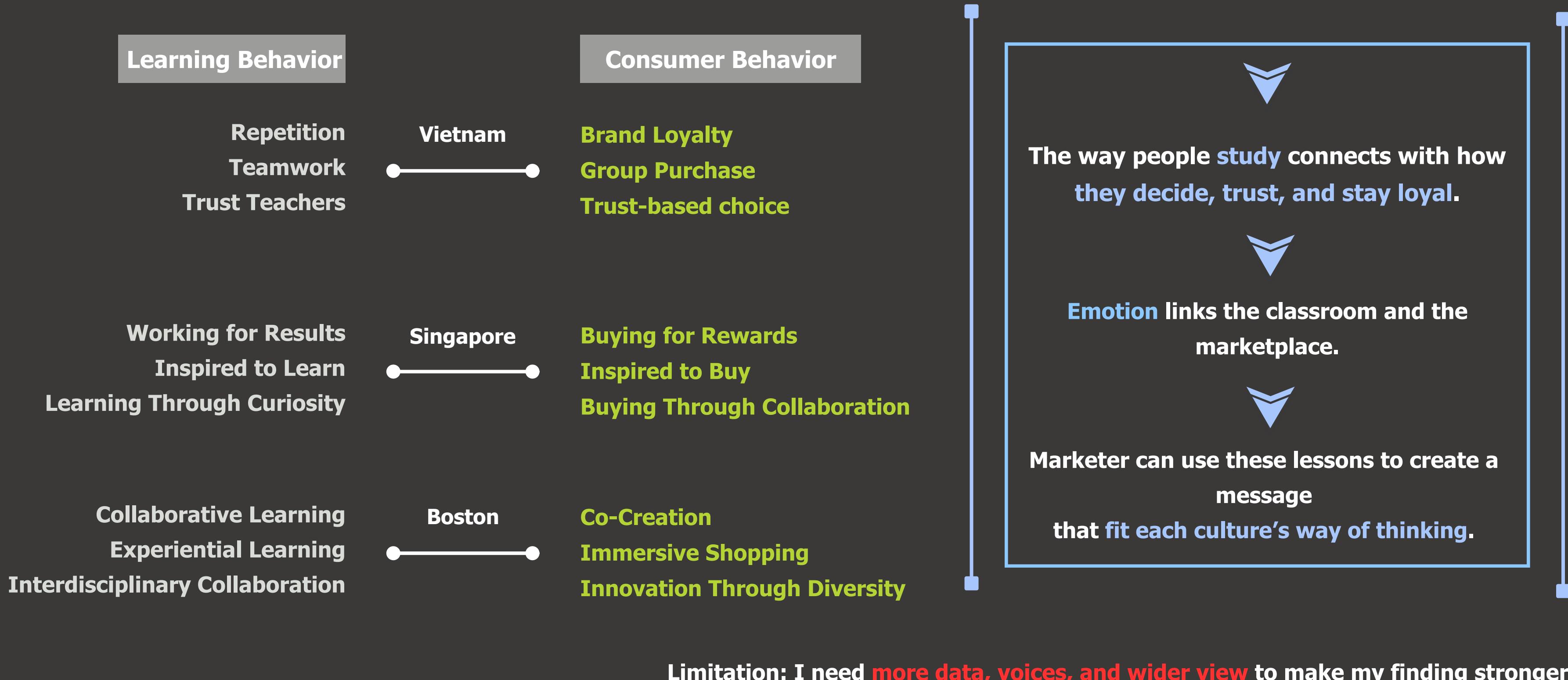
## Build Together



**Under Armour x Unless: art x design x environment - tie to Climate Week.**

*Learn from each other, and create something new.*

# Students' Learning and Customer Behaviors Comparison



Seeing the connection between learning and shopping made me wonder:



**Can GenAI connect how students learn with how they buy?**



*To answer this question  
I perform a mini-experiment for  
three GenAI popular models.*



# I use this prompt:



1. I am a Boston-based marketer.



2. I would like to understand how Vietnamese students study and shop.



3. I want to generate:

- A student's learning behavior
- How it connects to consumer behavior
- A real brand example that highlights this connection.



4. Write one short paragraph showing each, and place 3 reference links in the end. (2 sentences per each).

# Results

## Learning Behavior      Connection      Example

### ChatGPT

#### Learning behavior

Vietnamese students often engage in **micro-learning**: breaking study sessions into short, frequent bursts (e.g. 20–30 min review of flashcards or lecture clips between classes).

#### How it connects to consumer behavior

That micro-learning habit makes them receptive to **short-form content marketing** (e.g. quick unboxing or mini-tutorial videos), which can trigger impulse purchases.

#### A real brand example

During livestream shopping on **TikTok Shop**, students in Ho Chi Minh City responded to **flash-sale prompts** (e.g. "only 50 units left") after watching **brief tutorial segments**, driving sales for brand SKIN1004. ([ResearchGate](#))

#### References

1. Online Shopping Behavior of Students in Ho Chi Minh City (TikTok Shop) ([ResearchGate](#))
2. Dataset on Vietnamese students' impulse buying behavior on TikTok ([PMC](#))
3. The Influence of Promotional Programs on Students' E-commerce Behavior in Southern Vietnam ([ResearchGate](#))

### Gemini

#### Learning Behavior

Many Vietnamese students engage in **collaborative learning**, forming study groups to share notes and validate information from trusted peers. This approach is a key strategy for navigating the country's highly competitive academic environment.

#### How It Connects to Consumer Behavior

This reliance on peer validation extends directly to purchasing habits, where students heavily favor products recommended within their social circles. They actively seek out **user reviews** and **community opinions** before making a decision, a trend known as **social commerce**.

#### A Real Brand Example

The e-commerce platform **Shopee** effectively leverages this behavior by integrating extensive **user-generated reviews**, **ratings**, and **influencer live streams**. These features create a trusted, community-driven ecosystem where students feel confident purchasing products already vetted by their peers.

#### References

1. Decision Lab. (2023). *The Rise of Social Commerce in Vietnam*.
2. Vietnam Briefing. (2024). *Why Brands Should Pay Attention to Vietnam's E-commerce Shoppers*.
3. Dang, T. H. (2021). *Education in Vietnam: A comprehensive overview*. International Journal of Educational Development.

### ClaudeAI

#### 1. Learning Behavior

Vietnamese students extensively use **group study sessions** and **peer collaboration**, often forming study groups that meet regularly in cafes or libraries to share notes and prepare for exams together. This collective learning approach stems from Vietnam's collectivist culture where knowledge-sharing and group success are highly valued over individual achievement.

#### 2. How It Connects to Consumer Behavior

These frequent group study sessions in public spaces create strong social consumption patterns, where students make purchasing decisions influenced by their peers and spend extended hours in commercial venues. The "study cafe" culture has emerged as a significant trend, where students choose establishments based on **group-friendly amenities** like large tables, reliable Wi-Fi, and affordable food that can be shared.

#### 3. A Real Brand Example

**Highlands Coffee**, Vietnam's largest domestic coffee chain, has successfully capitalized on this behavior by designing stores specifically for student groups, offering "study combo" promotions that include shareable snacks and free Wi-Fi for extended periods. Their marketing strategy targets student groups through campus ambassadors and group discount programs, positioning their cafes as ideal collaborative learning spaces rather than just coffee shops.

#### 4. Reference Links

1. <https://www.euromonitor.com/article/vietnams-coffee-culture-and-cafe-society>
2. <https://theaseanpost.com/article/vietnams-youth-consumer-market>
3. <https://www.qs.com/studying-vietnam-guide-international-students>

**Identify three layers: learning behaviors, connection, and example.**

**Culture shapes how people learn and spend (e.g: study cafe).**

**AI-generated ideas can be used for real marketing projects.**

# But AI-generated answers have **limitations**:

## 1st limitation: Is it inaccurate information?

### ChatGPT

#### Learning behavior

Vietnamese students often engage in micro-learning: breaking study sessions into short, frequent bursts (e.g. 20–30 min review of flashcards or lecture clips between classes).

#### How it connects to consumer behavior

That micro-learning habit makes them receptive to short-form content marketing (e.g. quick unboxing or mini-tutorial videos), which can trigger impulse purchases.

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During livestream shopping on TikTok Shop, students in Ho Chi Minh City responded to flash-sale prompts (e.g. “only 50 units left”) after watching brief tutorial segments, driving sales for brand SKIN1004. ([ResearchGate](#))

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3. The Influence of Promotional Programs on Students' E-commerce Behavior in Southern Vietnam ([ResearchGate](#))

I was unsure if TikTok actually promoted SKIN1004.

**Spend extra time to validate the answers.**

**Interact with GenAI as a searching partner.**

**I must judge those answers very critically.**

# But AI-generated answers have **limitations**:

## 2nd limitation: Is it surface-level information?

### Gemini

#### Learning Behavior

Many Vietnamese students engage in collaborative learning, forming study groups to share notes and validate information from trusted peers. This approach is a key strategy for navigating the country's highly competitive academic environment.

#### How It Connects to Consumer Behavior

This reliance on peer validation extends directly to purchasing habits, where students heavily favor products recommended within their social circles. They actively seek out user reviews and community opinions before making a decision, a trend known as social commerce.

#### A Real Brand Example

The e-commerce platform Shopee effectively leverages this behavior by integrating extensive user-generated reviews, ratings, and influencer live streams. These features create a trusted, community-driven ecosystem where students feel confident purchasing products already vetted by their peers.

#### References

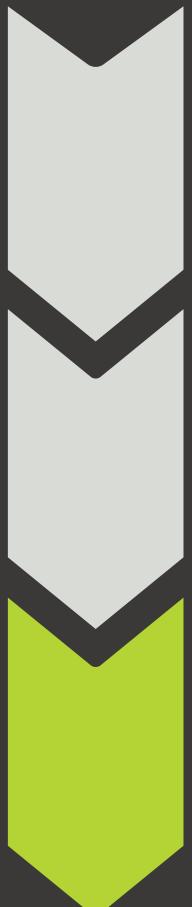
1. Decision Lab. (2023). *The Rise of Social Commerce in Vietnam*.
2. Vietnam Briefing. (2024). *Why Brands Should Pay Attention to Vietnam's E-commerce Shoppers*.
3. Dang, T. H. (2021). *Education in Vietnam: A comprehensive overview*. International Journal of Educational Development.

**I felt the explanation was too general.**

**I must do extra research to find Shopee Influencer Campaigns.**

**Use GenAI as a starting point of ideas.**

**I still question and verify information.**



# But AI-generated answers have **limitations**:

## 3rd limitation: Is it conflicting information?



**ChatGPT:**

**Focus on fast learning and quick buying**



**Gemini:**

**Focus on social trust and group shopping**



**Gemini:**

**Focus on cafe culture and life style**

**Each model gave me different ideas.**

**Which **direction** is more accurate?**

**Which **industries** actually follow those behaviors?**

**I must think very critically about the differences.**



# Now it is a time for you to try the prompt in 10 minutes:

1. Choose two GenAI models (e.g., ChatGPT, Gemini, or Claude) to run experiments.



2. Work in a small group of 2–3 people.



3. Pick Singapore or Boston and write a prompt following the given template.



4. Create one slide showing at least two main benefits and limitations from the experiment.



1. I am a Boston-based marketer.



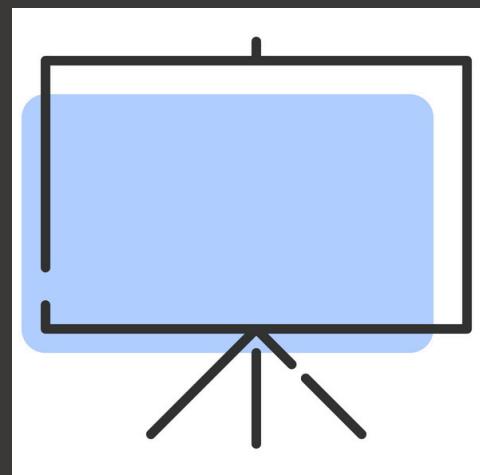
2. I would like to understand how [add country] students study and shop.



3. I want to generate:

- A student's learning behavior
- How it connects to consumer behavior
- A real brand example that highlights this connection.

4. Write one short paragraph showing each, and place 3 reference links in the end. (2 sentences per each).



Then make a presentation

# Key Takeaways



**Different learning style leads to different buying.**

**GenAI highlights different types of student learning experiences.**

**The classroom becomes a marketplace of ideas.  
as each one gets different answers and perspective.**

## Key benefits

**Is it inaccurate information?**

**Is it surface-level information?**

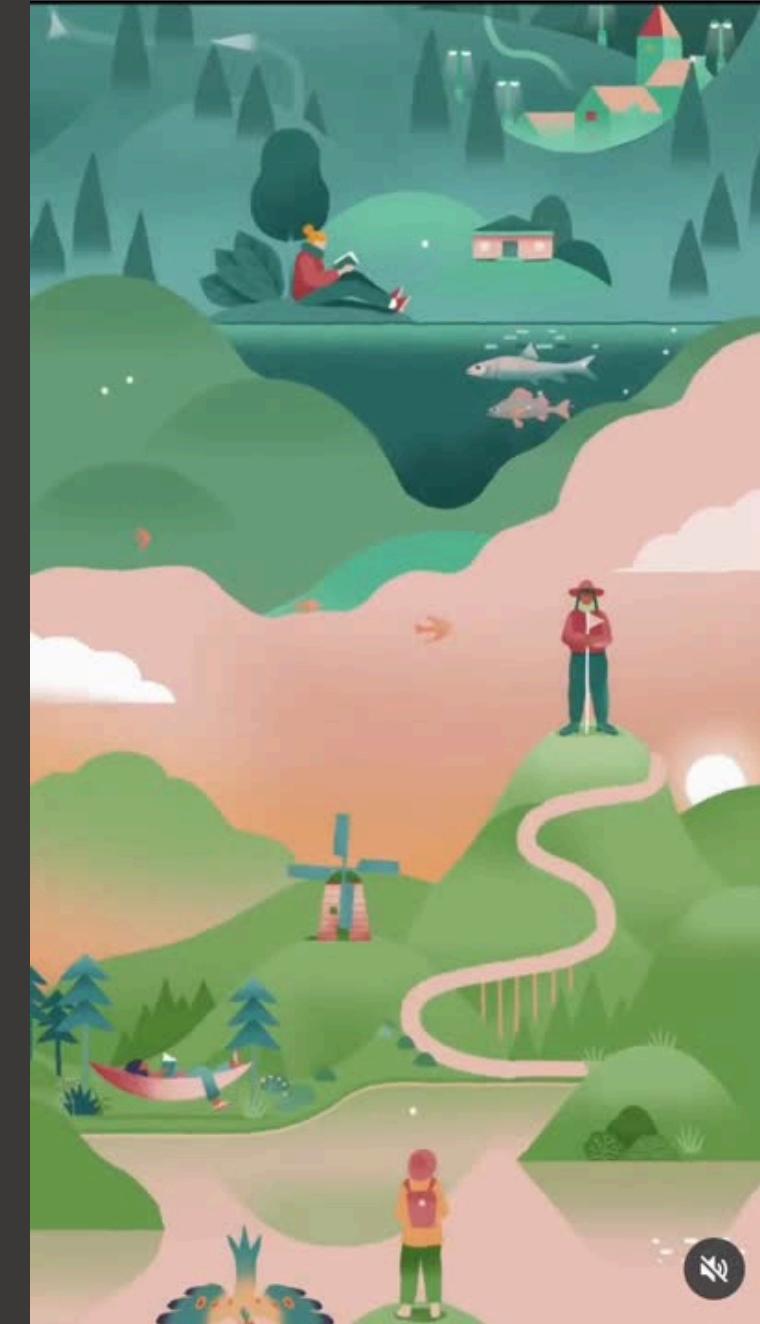
**Is it conflicting information?**



## Key limitations

# My future **advice** for you who just started your career

I worked hard to **build my path**, so you can **walk further**,  
**dream bigger**, and **make your own mark**.



*CREDIT BY RAFA VARONA*

# Any Questions?. Thank you for your listening!



**Rami Huu Nguyen**

**AI Researcher, Assessment and Planning Department at UMass Boston**

**Co-Founder, Technical Project Leader at The AI Fantastic**

**PhD of Computational Science - Data Analytics**

**My favorite topic: GenAI x Assessment, Student Learning, Portfolio Development, Graphical Perception, and Visualization Literacy.**

**Connect me on LinkedIn**

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[Key Differences Between International and Vietnamese Students in Thinking and Learning Styles](#)

[Lipton: Promoting Tea Consumption in Vietnam](#)

[Demystifying Perceptual Learning Style Preferences of Vietnamese University Freshmen in English Academic Achievement](#)

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[Learning in an era of uncertainty in Singapore: diversity, lifelong learning, inspiration and paradigm shift](#)

[Singapore Tourism Board launches Made in Singapore global campaign to inspire travel to Singapore](#)

[Understanding Asian Students Learning Styles, Cultural Influence and Learning Strategies](#)

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[Collaborative Learning in Higher Education: Evoking Positive Interdependence](#)

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<https://www.instagram.com/p/DMz6aqSTSKW/?hl=en>

[Project based learning framework integrating industry collaboration to enhance student future readiness in higher education](#)

[Interdisciplinary design education: development of an elective course in architecture and engineering departments](#)

[Graphics designed by Rohan Patrick McDonald](#)

