

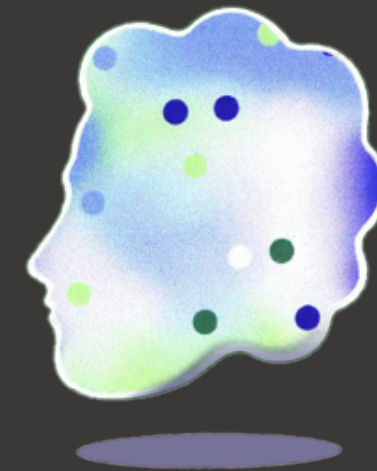
Let's Get Started





I am Rami Huu Nguyen.

EXPLORATION

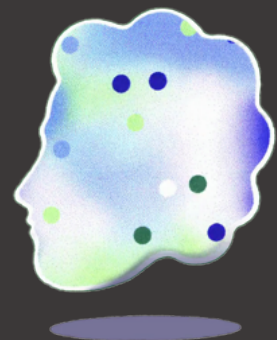


I am lifelong learner.

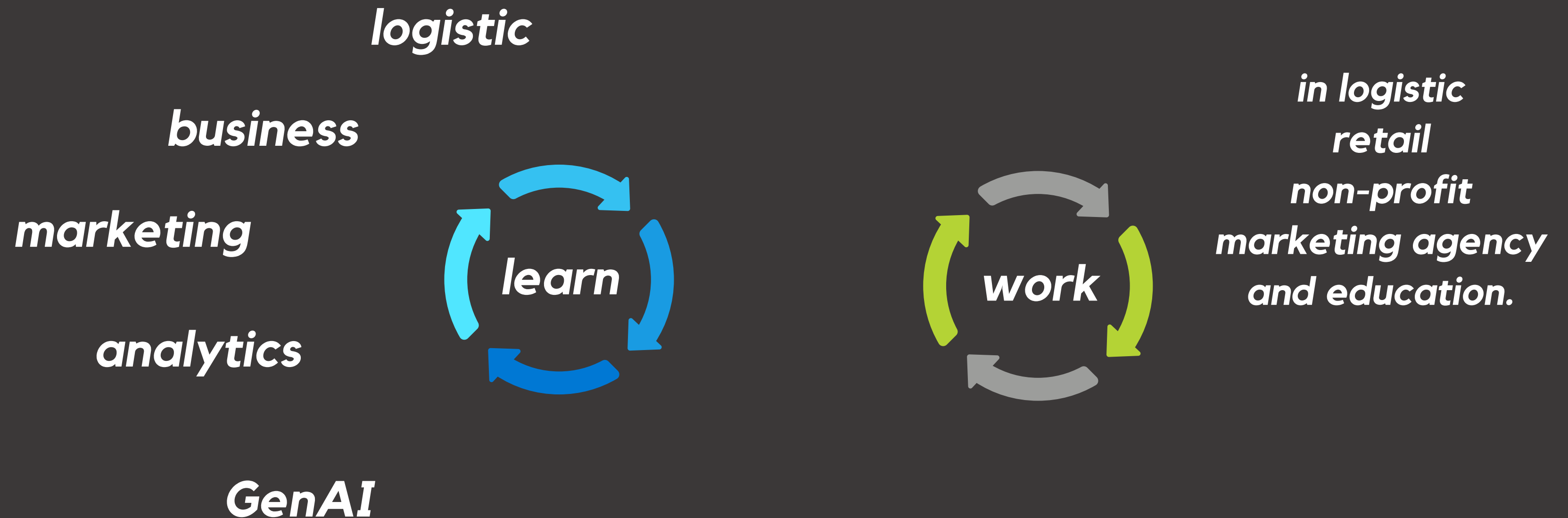
*I've spend the last 9 years of **learning** across **Vietnam, Singapore, and Boston.***



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



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



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”.

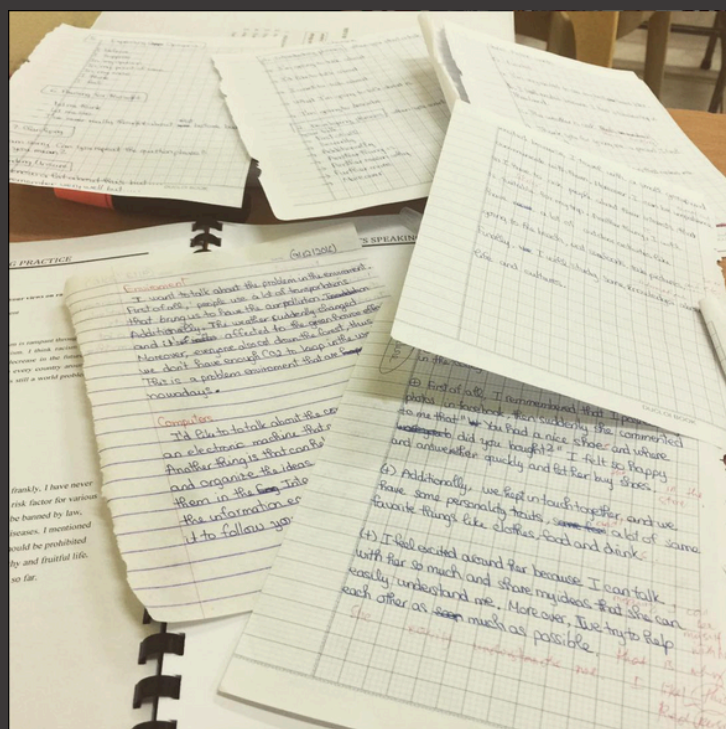
Rewrite ideas



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".



The same teamwork that builds group learning builds group loyalty.

April 2014

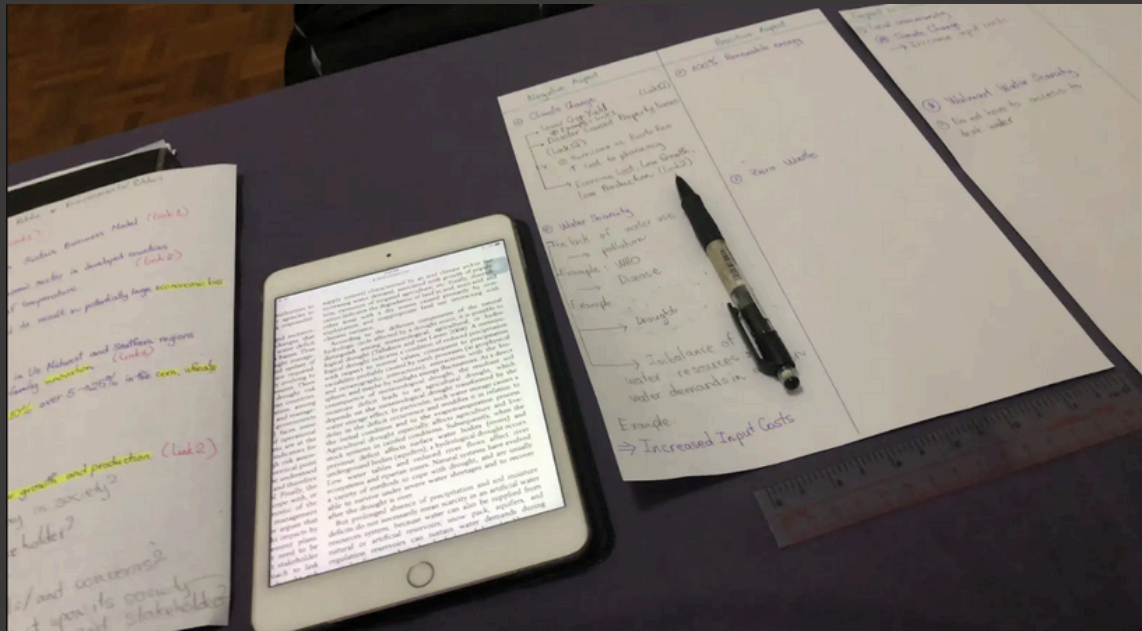
Rami Huu Nguyen

Page 12



Theme 3: Trusting Teachers Turns to Trursting Brand

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



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.*





Theme 2: Inspired to Learn, Inspired to Buy

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

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

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

Find joy in learning



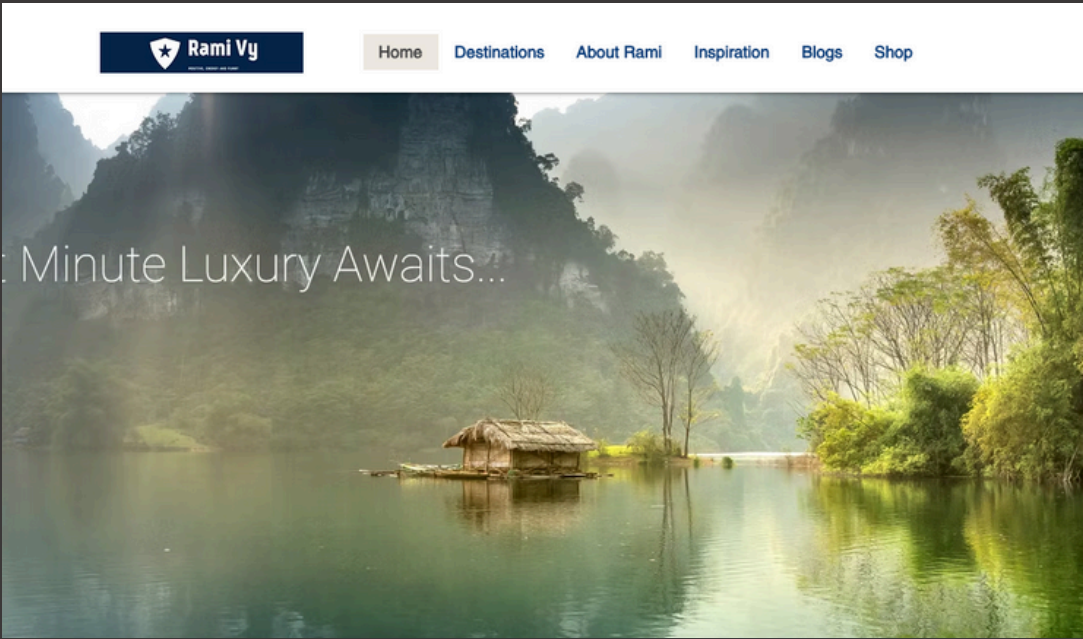
Create with passion



Choose inspiring brand

The brand turns effort into passion and purpose.

Rami Huu Nguyen



Singapore Tourism Board inspires with "Passion Made Possible".



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

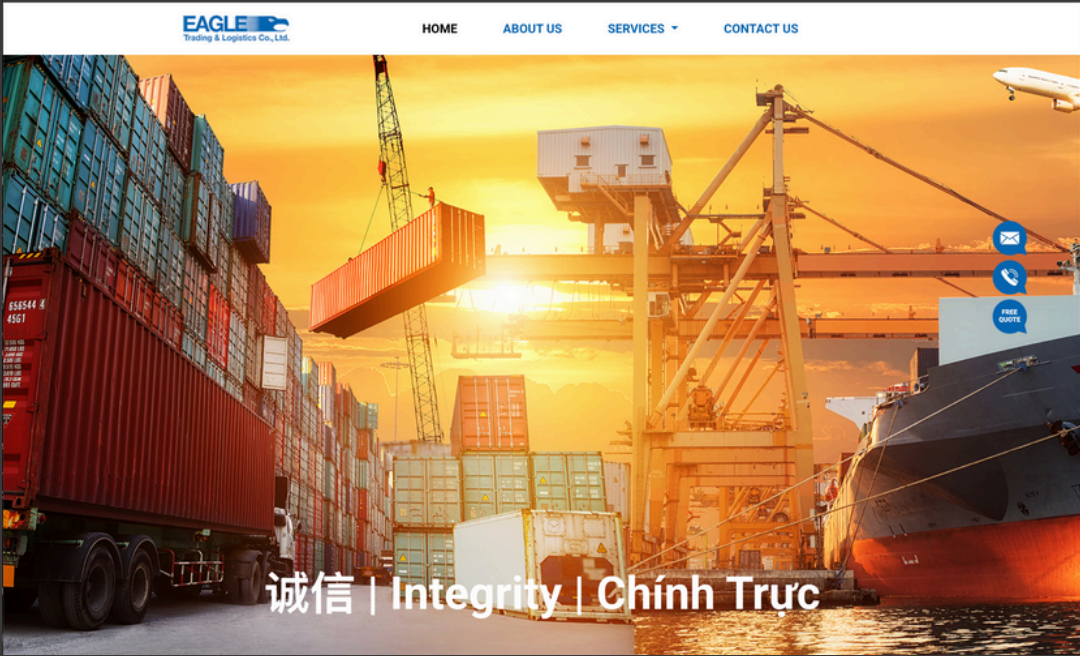


Compare options



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.



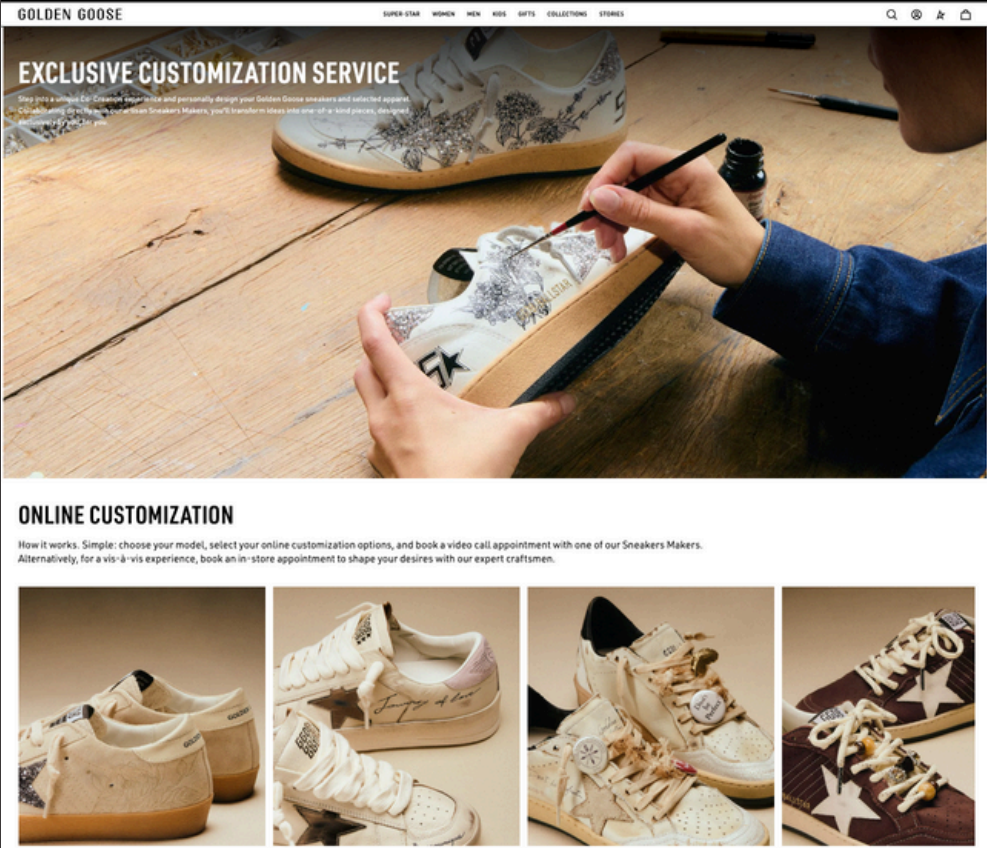
Boston



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.



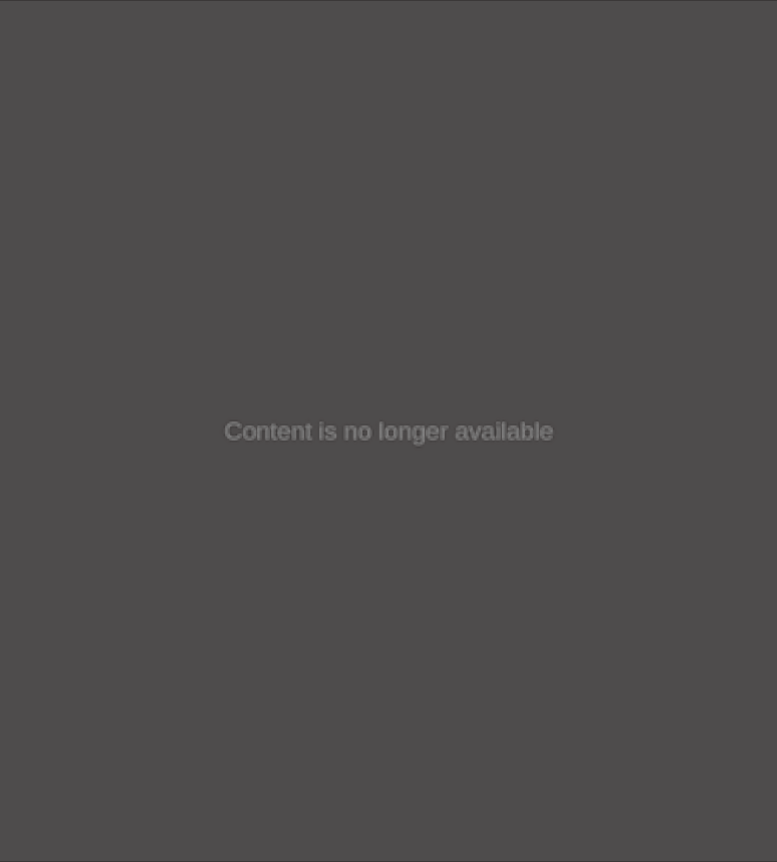
Theme 2: Learning by Doing, Shopping by Interacting

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

Learn by doing → Apply in Real Life → Gain Feedback



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



Generate arts and colors

Both experiences turn feedback into innovation.

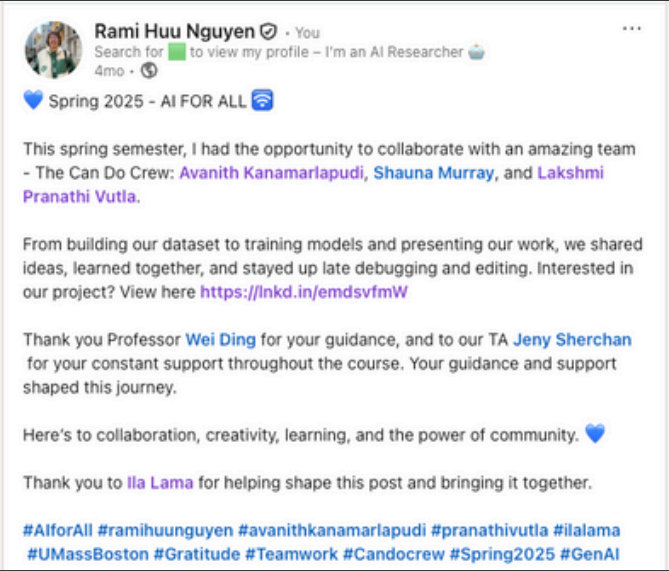


Theme 3: Multi-Disciplinary Collaboration

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



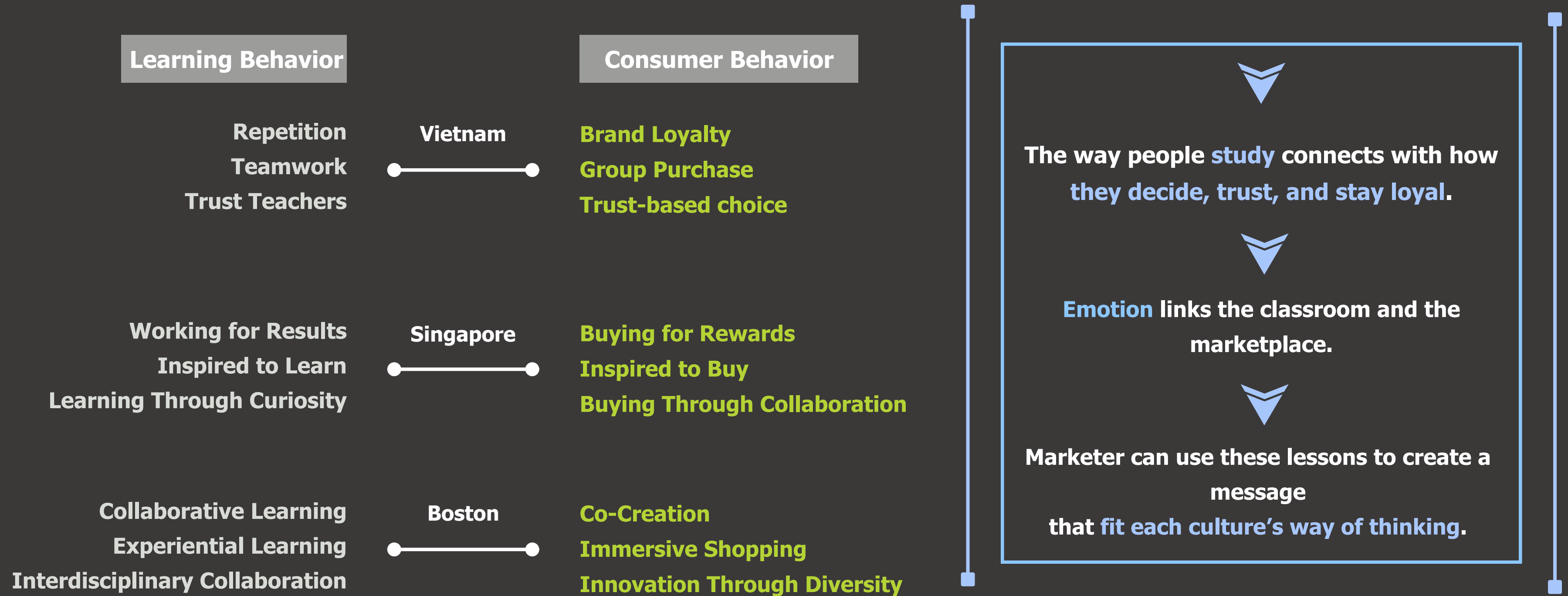
We all together developed a knowledge distillation to make GenAI models run faster.



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



Limitation: I need **more data, voices, and wider view** to make my finding stronger.

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.*



Gemini



Claude

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

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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.

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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

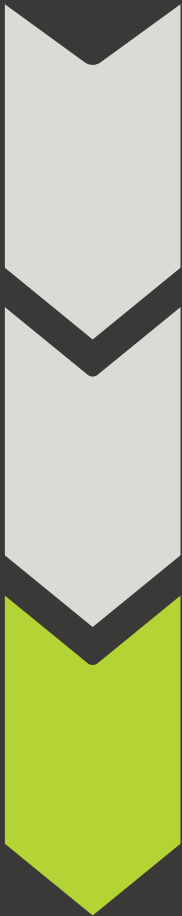
- 1. Decision Lab. (2023). *The Rise of Social Commerce in Vietnam*.
- 2. Vietnam Briefing. (2024). *Why Brands Should Pay Attention to Vietnam's E-commerce Shoppers*.
- 3. Dang, T. H. (2021). *Education in Vietnam: A comprehensive overview*. International Journal of Educational Development.

I felt the explanation was too general.

I must do extra research to find Shopee
Influencer Campaigns.

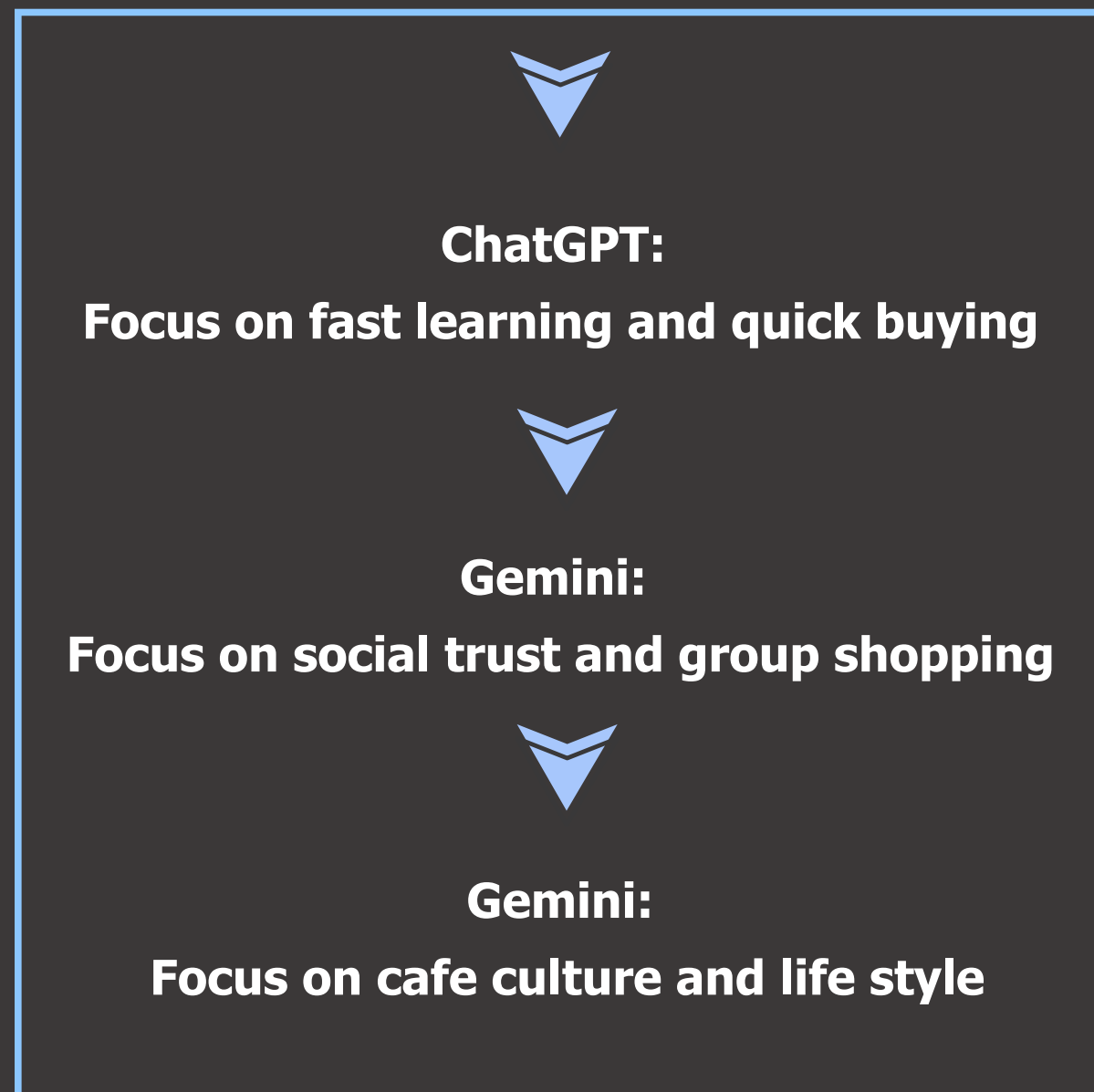
Use GenAI as a starting point of ideas.

I still question and verify information.



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

3rd limitation: Is it conflicting information?



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.



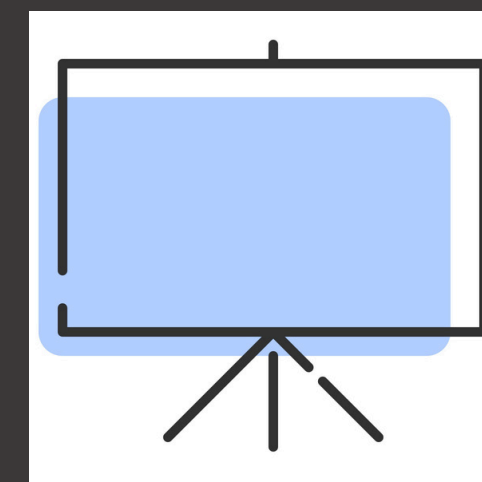
2. I would like to understand how [add country] students study and shop.



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?

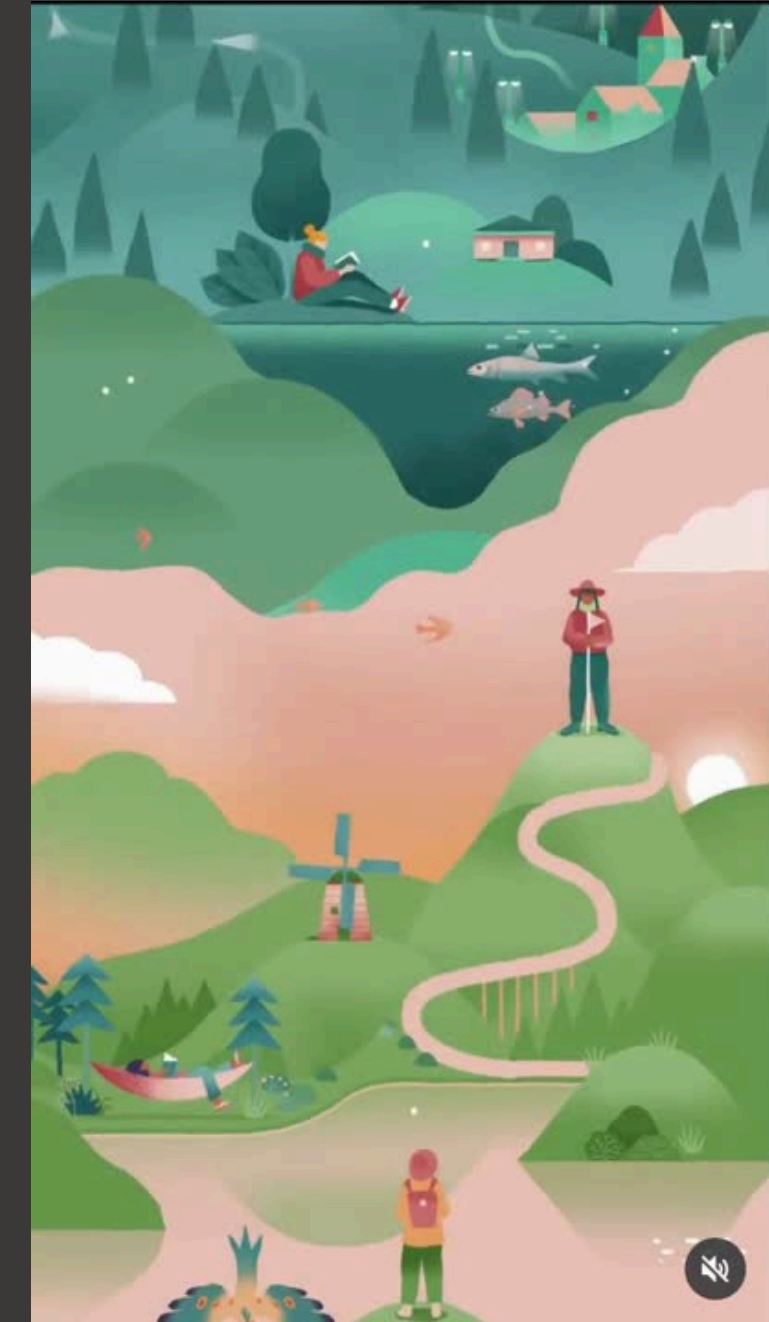
Is it surface-level information?

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

References

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

https://www.instagram.com/p/_tGIYvzDF9AQG484K1gaHfvfl7A8EDv9X8dVs0/

Collaborative Learning in Higher Education: Evoking Positive Interdependence

<https://www.jmu.edu/global/iss/resources/global-campus-toolkit/vietnam.shtml>

<https://www.facebook.com/photo.php?>

https://www.kkday.com/en-us/product/184796-toast-box-coffee-kaya-toast-singapore?utm_source=chatgpt.com

<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

