



# COMMENTS FROM THE STUDENTS

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## Guest Speaker for MK220 Consumer Behavior (10.22.2025)

Thank you, Rami, for sharing your inspiring story with my class. Students learned a lot and were inspired by your speech. Below are the comments from the students.

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In "GenAI x Customer Behavior," Rami Huu Nguyen explored how students' learning behaviors vary across multiple cultures. She used the experience she gained from being around the world she had through Vietnam, Singapore, and Boston and she reflected on their consumer behaviors. She demonstrated that patterns in learning —such as repetition, collaboration, trust, and creativity —mirror how people engage with brands and make purchasing decisions. For instance, Vietnamese students' repetition-driven study habits align with brand loyalty, Singaporean students' results-oriented learning links to reward-based shopping, and Boston students' collaborative, creative learning connects with co-creation and experiential buying. She showed us how unique each country truly is and how different marketers' research strategies can be across them. Nguyen also used Generative AI to test how well it can identify these cultural connections, highlighting both the potential and limitations of AI in understanding human behavior.

The most memorable aspect was Nguyen's idea that the classroom mirrors the marketplace. The reason why this really resonated with me is that the more we learned about consumer behavior, it shows people a glimpse of how they shop and their influence. Her cross-cultural comparison provided a freshness of new light into human perspectives on marketing and AI. Shows us that emotional and cognitive learning patterns can predict consumer loyalty and trust. The use of real brand examples, such as Lipton, ToastBox, and Golden Goose, made her ideas more relatable. While her experiment using multiple GenAI models to explore cultural behavior showed how technology can both uncover human insights and also lack the emotional intelligence to target what truly matters.

While carefully reading the slides, I learned that understanding customer behavior requires looking beyond demographics or economics. It's very connected to people's roots and behaviors, learning, and collaborating with them to know how they think and act. I also learned how powerful Generative AI can be. It's an excellent tool for research partners for marketers, but



it must be used wisely, because it can produce a surface level of information or will lack insight. The key takeaway is that blending both human insight with AI-generated ideas allows for richer and more advanced understanding to create better marketing strategies.

**?** How do you envision marketers balancing AI-driven insights with genuine culture and what is the limit of its helpfulness? AI has taken a big step, but it is not everything. What are the challenges of using AI? It may be accurate, but it lacks the human component.

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Rami Nguyen talked about how learning behavior connects to brand loyalty and consumer behavior in different cultures that she had lived in. In Vietnam, repetition builds habits and trust, which leads to loyalty. In Singapore, people are motivated by results and rewards, so curiosity and collaboration drive both learning and buying. In Boston, students learn through creation and teamwork, like how consumers co-create and customize products. She also discussed how generative AI might link how students learn with how they shop, and what is important to think about when using AI.

The most memorable part for me was when she talked about gen AI. I thought it was interesting that AI can show how students think and make decisions, but also that it might give conflicting or incomplete information. It made me realize how powerful AI can be, but also how important it is to use it responsibly.

I learned that people's learning styles can influence how they make buying decisions. Culture also plays a big role, like how teamwork or curiosity can shape effect learning and consumer habits. I also realized that AI could help connect these patterns, but it still needs to be used carefully.

**?** I didn't think about this in the classroom, but I wanted to know if she had noticed differences in how students from different countries use AI for learning.

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Rami talk was really inspiring and easy to connect with. She shared her story as a PhD student at UMass Boston and talked about how living in Vietnam, Singapore, and Boston shaped the way she thinks about learning and marketing. I liked how she linked learning habits to brand loyalty – showing how the way people study can reflect how they connect with brands. She also introduced how she uses generative AI tools like ChatGPT, Gemini, and Claude in her research to



study cultural behaviors and marketing ideas, but reminded us that human thinking and judgment are still very important.

What stood out to me most was the part where she compared learning styles across different countries. I found it really interesting that in Vietnam, repetition in learning connects to loyalty toward familiar brands, while in Singapore, the focus on rewards and results also shows up in how people respond to brand promotions. It made me realize that culture affects not just education but also how we shop and make choices every day.

From her talk, I learned that AI can be a great tool to explore new marketing ideas, but it can't replace human creativity or understanding. It also made me more aware of how cultural background shapes both learning and consumer behavior. I think this mindset will help me think more globally when doing marketing work in the future.

**?** What inspired you to connect learning behavior with marketing and brand loyalty in the first place?

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In class Rami Nguyen gave a presentation on her experiences in different countries with how she selected different products. She is an AI researcher, she has lived and studied in Vietnam, Singapore and is now in Boston. When she was describing Vietnam, she used words like repetition, teamwork and trusting leaders. When she was describing Singapore, she said that they are always working, very inspired, and curious. While describing Boston, she used the word learning multiple times, with learning through creation, learning by doing, and learning from different perspectives. She also briefly touched on how generative AI can help students learn and how there are also limitations or conflicting information.

The most memorable thing I got out of her presentation was how she used the same prompt, but different AI and she got drastically different answers. For example, how one described students as quiet and focused and another described students as group-oriented and motivated. She also said how the answers differ because they get fed or interpret different information and also have different uses in daily life.

One thing I did learn in the session is how similar but different, different locations can be. For example, how in all 3 countries she was a student and was there to learn, but the way she would



study or even hang out with friends was different in all 3 locations. It was interesting to listen to what I learned in class but explained by another person who experienced it firsthand.

**?** A question I do have is, if it were a business person, how would their experience differ? Would it have similar aspects of motivation as she or would it be completely different?

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Rami was very knowledgeable, she shared her past experiences, her education and all the jobs she has contributed too, she told us about DCO and her loyalty to Lipton tea and how Lipton builds consumer loyalty, she talked about how her and her friends are socially loyal to brands and it brings brands around more sisal groups, and teaching about building brand trust talking about asking questions and how asking questions helps compare options and build creativity. she is also the head of an AI team in Boston called AI Fantastic. she bought us about how AI thinks fro, the learning behavior and connection and how it leads to the example.

She spent the last 9 years studying in Vietnam, Singapore, and Boston. And how she is now an AI researcher at UMass Boston, and a co-founder of her own AI company. She is very driven and her journey is very inspiring for students. She makes learning and putting yourself out there so easy, and it is very interesting how she is so diligent.

Dynamic Creative Optimization, developing consumer habits builds loyalty to brands, collaborating together builds social loyalty, and trusting brands builds brand trust. Learning by doing improves the real-life applications. We also learned about prompts, which I found very interesting to see how she used. Prompts to design AI coming from an AI researcher.

**?** Out of all the places you have studied, why Boston?

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Rami Nguyen is a student at UMass Boston who works on generative AI. She is from Vietnam and has developed many skills to be able to succeed. Some of these skills involve being able to develop good habits in order to learn for tests.

I found it interesting that they aren't focused as much on the results, but rather based on the learning. I think it is good not to focus too much on the results over learning. Putting too much value on the results adds a lot of extra pressure.

I learned that in different areas, people learn in different ways. For example, in Singapore, they ask fewer questions. In Boston, they value the process of creating more than grades. They also



take pride in their work and achievements. I also learned that developing consumer habits builds loyalty for brands.

**?** A question I'd ask is how do you think your life would be different if you hadn't moved around the world multiple times, and instead were in one spot?

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Rami Nguyen's presentation was really cool because she connected how students learn with how people act as consumers. She shared her experiences studying in Vietnam, Singapore, and Boston, and explained how each place's way of learning reflects different marketing styles. For example, Vietnam focuses on repetition and trust like brand loyalty, Singapore focuses on results and rewards, and Boston encourages creativity and teamwork. She ended by talking about how AI can help us understand these cultural patterns, but also reminded us that technology still can't replace real human thinking.

What I found most interesting was how Rami linked education and marketing. I never thought about how learning styles could relate to the way we buy things. Her idea about "learning through creation" and "buying through co-creation" really made sense people like to feel involved, whether it's in school projects or in the products they use. I also liked that she used different AI tools to explore her ideas; it showed that she's curious but also thoughtful about how technology should be used.

I learned that the way we're taught in school says a lot about our culture and how we think in general. It also made me realize that AI is a helpful tool for learning and research, but we still need to use our own judgment. The session taught me that connecting different subjects like education, marketing, and tech can open up new ways of understanding people and how they behave.

**?** The questions I would ask Rami are the ones I asked in class, namely, which do you think is the best at the moment: ChatGPT, Gemini, or Claude? And are they reliable?

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The guest speaker talked about her experience studying in Vietnam, Singapore, and Boston. She explained how different cultures shape the way people learn and stay loyal to brands. She connected things like teamwork and motivation in school to how companies build loyalty through marketing, using examples like phuc Long Coffee and Coffee King.



The part that stood out to me most was when she said her group in Vietnam always went to Phuc Long after finishing projects and ordered the same drink every time. I thought that was cool because it showed how loyalty and habits connect people and even influence the way we shop or choose brands.

I learned that loyalty isn't just about brands, it's also about consistency and shared experiences. It also made me realize how culture and motivation affect how people learn and make decisions, which is why companies create ads that connect emotionally with their audience.

**?** I'd ask her how she thinks AI will change the way brands build customer loyalty in the future.

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Rami Nguyen mainly covered the main differences she noticed while studying in Vietnam, Singapore, and Boston. In Vietnam she noticed that to build brand loyalty repetition was extremely important, but to build team loyalty, teamwork was just as significant. In Vietnam, students tend to blindly trust their teachers without questioning them. In Singapore, students mostly find joy in learning, unlike in Vietnam, where the main goal is to score high marks. When it comes to brand loyalty, they mostly chose inspiring reward brands. In Boston, learning is mostly through creating and doing with a more hands-on approach. Students tend to have a better understanding of work because they are learning through multiple disciplines and projects that improve their likelihood of being employed. Nguyen also covered her experience working with AI. She sees it as a starting point or searching partner, but it has limitations, and the work should be double-checked.

The most memorable part of the speech was Nguyen covering how in Vietnam, cafe culture was ingrained in students' lives. I found that interesting because I feel like the same could be said for many students in the US. I've found myself going to cafes after class with friends to destress or celebrate finishing an assignment or exam. It is fascinating how despite the cultures being vastly different, there are still similarities as well.

Before the session, I wasn't aware of what goes into being an AI researcher and did not truly think of the jobs that are in that realm. While I knew AI plays a role in marketing, I never did my own research to see how well they go hand in hand. Nguyen mentioned that it can be used for real marketing projects. As someone going into marketing, the speech taught me that I need to get more familiar with AI services to aid in my future job hunt.



What do your daily tasks look like as an AI researcher?

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Rami Nguyen talked to our class about the differences she noticed while living in Vietnam, Singapore, and the United States. She divided her presentation into three parts, beginning with Vietnam, then Singapore, and ending with the U.S. In her first segment about Vietnam, she explained that Vietnamese students prefer to learn through group discussions. While talking about Singapore, she mentioned people working for rewards and buying for results. She also said that learning is done all through curiosity. While talking about America she said that people combine strengths, integrate ideas, and build together.

The most interesting part of this presentation to me was learning how Vietnamese students don't challenge the information they are given, while American students do. This is interesting to me because it shows how cultural values shape the way people learn and gather information.

In this presentation, I learned how different cultures have unique values that shape how people learn, interact and approach life and work. For example, I learned that Vietnam values respect and harmony, Singapore focuses on results and achievement, and America emphasizes teamwork and innovation.

What learning style did she find most convenient and successful, and if she uses that learning style still in America?

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Rami has been to Singapore, earned her bachelor's degree there, made friends, and said that everyone wanted to get an A. Because they want to go overseas, because for them, if they work hard and make sacrifices to achieve success, they are most likely to get opportunities for education, a job, and a better life. I think pretty much every country is different; for example, in some parts of Europe, they use euros. Vietnamese Dong is different from the way compared to the U.S, where you probably make more based on the salary. I really liked it because that's basically like motivation and inspiration, because many people want to have more academic progress and have a hunger for the career and future they want in their life.

For me, the most interesting thing I have learned is that she had been in Singapore, Vietnam, and is currently in Boston, but Rami had learned a lot differently. Besides her studying, she



completed three internships and worked in the logistics business, analytics, and GenAI, and or in a logistics trial non-profit marketing agency and education, she is at UMass Boston.

I see the connection between learning behavior and how I stay loyal to the brand (Rami). She basically explained how I behave as the customer and how you're going to purchase because if you're a customer, you want to look at the product and want someone to demonstrate it to you. From another point of view, if you're the seller, you want to make sales and know what the person wants. If you don't have it in stock, you can still get the buyer's attention by buying the product or making the product.

And what is fascinating was that she demonstrated the video which was a Lipton ad it isn't really just like an ordinary ad but the way it's made based on the theme, music, and animation style which makes it interesting to the audience. For example, I think she stated SIUE YEU I think it's a coffee shop. Correct me if I'm wrong. Still, Rami said that the people from where she had been to these places were very loyal to the brands she had seen.

**?** One question is Since I'm a Marketing Major what job would suit me because I have taken public speaking and one of my professors from last year (Professor Nancy) told me I was very good at persuading people like a salesman and what made you get into marketing and showing your works to people, are you willing to work with college graduates and hire them because if you hire them they might be a useful source because let's say if some had more experience of the industry and someone that is new can learn a lot and will benefit the future of the company.

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AI researcher Rami Huu Nguyen shared her inspiring journey from Vietnam to Singapore and eventually to Suffolk University. Starting as a Vietnamese student in 2014 studying supply chain management and logistics, she returned to Vietnam to run Shop 73, a retail business, for 2.5 years, where she created her own sales and management tools. Her career changed completely in November 2022 when she started exploring AI research and taught herself Python and ChatGPT on her own. Rami talked about building a personal brand and explained how she used the right keywords and regular content to rank first in Google searches for her name. She explained important AI ideas, including pre-training models, multi-head attention mechanisms, and how to choose keywords when training AI models. Now she works as an AI researcher at UMass Boston and co-founder at The AI Fantastic while doing her PhD in Computational Science and Data Analytics.



The most interesting part of Rami's presentation was how she compared how students learn with how customers shop in Vietnam, Singapore, and Boston. In Vietnam, learning focuses on repetition and trusting teachers, which is similar to how consumers show brand loyalty and make trust-based choices. Singapore focuses on learning to get results, which matches how consumers look for rewards and work together. Boston encourages group learning and hands-on experiences, which matches how consumers want to help create products and try new things. This connection between classroom behavior and shopping behavior showed how Rami thinks about patterns in different areas. Her point that marketers can use these cultural learning styles to create better messages showed real-world uses of understanding different cultures.

Rami's session taught me several important lessons about building a career today. Her journey from running a retail shop to doing AI research without studying computer science in school proved that learning on your own can help you become an expert in new fields. Her careful approach to building her personal brand showed that you need to share useful content regularly instead of just posting randomly on social media. Her experience creating custom tools for Shop 73 showed how important it is to come up with new solutions when existing options don't work well enough. Finally, her focus on the STAR method (Situation, Task, Action, Result) for telling your story gave me a useful way to talk about my work through specific projects and real results.

**?** Since you went from owning a retail business to doing AI research and now working at The AI Fantastic, how do you decide which new AI technologies or research topics are worth learning deeply versus just understanding the basics? What process do you use to make these choices when the field is changing so fast?

