



Vietnam

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Image of Hạ Long Bay, Vietnam

<https://www.vacationstravel.com/unique-experiences-travel-vietnam/>

Personal Interest

- I am incredibly interested in this country's culture because of my identity as a Vietnamese American.
- My mother was also born in America while my father was too poor to get a proper education. This research will help me share some Vietnamese culture with them and my siblings who might also be curious.
- I hope to travel to Vietnam one day since the last time I went, I was too young to remember. This knowledge will help me be better prepared and more understanding of their culture.



Case Study Research Purpose



<https://www.cia.gov/the-world-factbook/countries/vietnam/>

- This explanatory case study aims to answer why the people in Vietnam wear the clothing they do.
- The purpose of this case study is to detail phenomena of Vietnam that form the country's culture, which determines the clothing worn in the country.
- This is an investigation of components of culture and the resulting clothing worn.
- This study will answer the research questions of why people wear the clothing they do, what do they wear, and what cultural components impact the clothing worn.
- This research study has no control over the occurrence of events and focuses on real-life situations

Location

- Size: 100,000 sq. mi. (world ranking: 67th)
- Population: 110 mil. (world ranking: 16th)
- Capital: Hanoi (Population of 9 mil.)



https://en.wikipedia.org/wiki/File:Vietnam_on_the_globe_%28Vietnam_centered%29.svg <https://www.bbc.com/news/world-asia-pacific-16567315>



Background Facts

- Climate
 - Tropical south
 - Monsoonal north
- Natural Resources: Antimony
 - Ingredient for:
 - Jewelry
 - Ovenproof plastic trays
 - Car batteries
- Language: Vietnamese



<https://www.antimony.com/antimony-2/>



<https://trisun.en.made-in-china.com/product/WCvJgYNOQKks/China-Inconel-718-Metal-Bellow-Seal-with-Antimony-Carbon-Ring.html>



<https://1charging.com/types-of-car-battery-agm-efb-ion-battery/>

WEB: *The World Factbook*. (2024, October 1). CIA. Retrieved Oct. 1, 2024 from <https://www.cia.gov/the-world-factbook/countries/vietnam/>

WEB: *Antimony Fact Sheet*. (2018). Biomonitoring California. Retrieved Nov. 12, 2024 from <https://biomonitoring.ca.gov/sites/default/files/downloads/AntimonyFactSheet.pdf>

History

- Originated from China
- Fell under China's rule (111 BCE – 939 AD)
- France's battle for conquest (1857 – 1947)
- Division of Vietnam (1954)
- 2nd Indochina War/Vietnam War (1954 – 1975)
- Nguyễn Phú Trọng served 3 terms (2011, 2016, 2021)



Image of Second Indochina War Battle

<https://www.peoplesworld.org/article/lessons-not-learned-the-vietnamese-experience-in-the-vietnam-war/>

WEB: *Britannica*. (n.d.). Retrieved Nov. 12, 2024 from <https://www.britannica.com/topic/history-of-Vietnam>

WEB: Vu, T., (2019). Are the Vietnamese people basically from China? *Quora* Retrieved Nov. 15, 2024 from <https://www.quora.com/Are-the-Vietnamese-people-basically-from-China>

Cuisine



<https://vietnamtravel.com/vietnamese-food-50-delicious-dishes-you-need-to-try/?srsltid=AfmBOoqYSnG7Li3m8SHfkBQWePsOFbwNJZ5BIV0YDEv7BYbCjIG5gsBX>

Bánh Bao

Bread containing chicken, pork, or beef

<https://vietnamtravel.com/vietnamese-food-50-delicious-dishes-you-need-to-try/?srsltid=AfmBOoqYSnG7Li3m8SHfkBQWePsOFbwNJZ5BIV0YDEv7BYbCjIG5gsBX>

Phở

Rice noodles in beef or chicken broth

<https://vietnamtravel.com/vietnamese-food-50-delicious-dishes-you-need-to-try/?srsltid=AfmBOoqYSnG7Li3m8SHfkBQWePsOFbwNJZ5BIV0YDEv7BYbCjIG5gsBX>

Gỏi Cuốn

Rice paper, noodles, vegetables, shrimp, pork, and/or chicken

The image displays four vertical panels of traditional Vietnamese lacquer painting, each featuring intricate designs created with mother of pearl inlay. The panels are set within a dark wooden frame with decorative corner brackets. The first panel on the left shows a bird perched on a branch with small white flowers. The second panel depicts a bird in flight near a bamboo-like plant. The third panel features a bird perched on a branch with larger, more detailed flowers. The fourth panel on the right shows a bird in flight near a plant with large, light-colored flowers. The overall style is characteristic of traditional Vietnamese lacquer art, with fine lines and delicate shading.

Tourist Attractions

Vietnamese Lacquer Painting with Mother of Pearl Inlay

<https://www.pinterest.com/pin/now-all-we-need-is-some-holographic-polarbear-stickers--951878071230093740/>



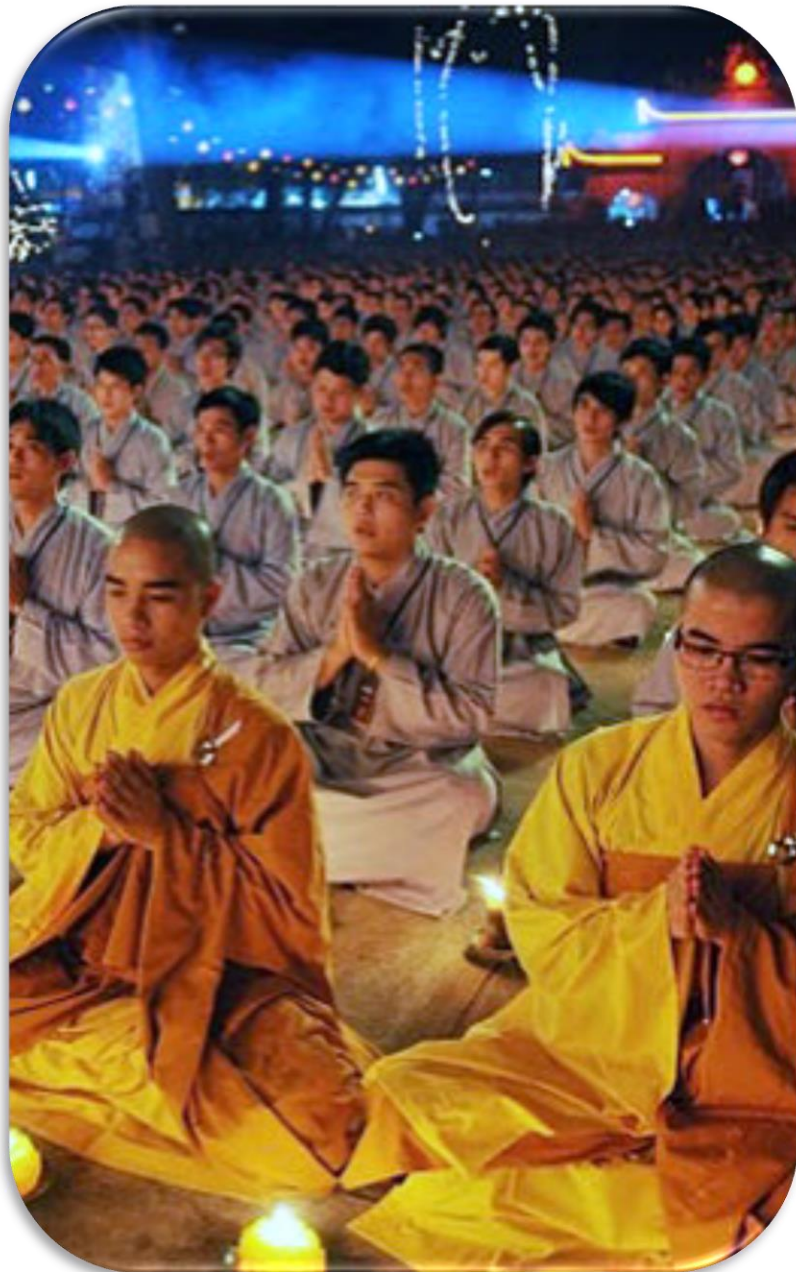
Hạ Long Bay



Hội An



Hang Sơn Đòong



<https://www.vietnam-tour.biz/buddhism-in-vietnam/>

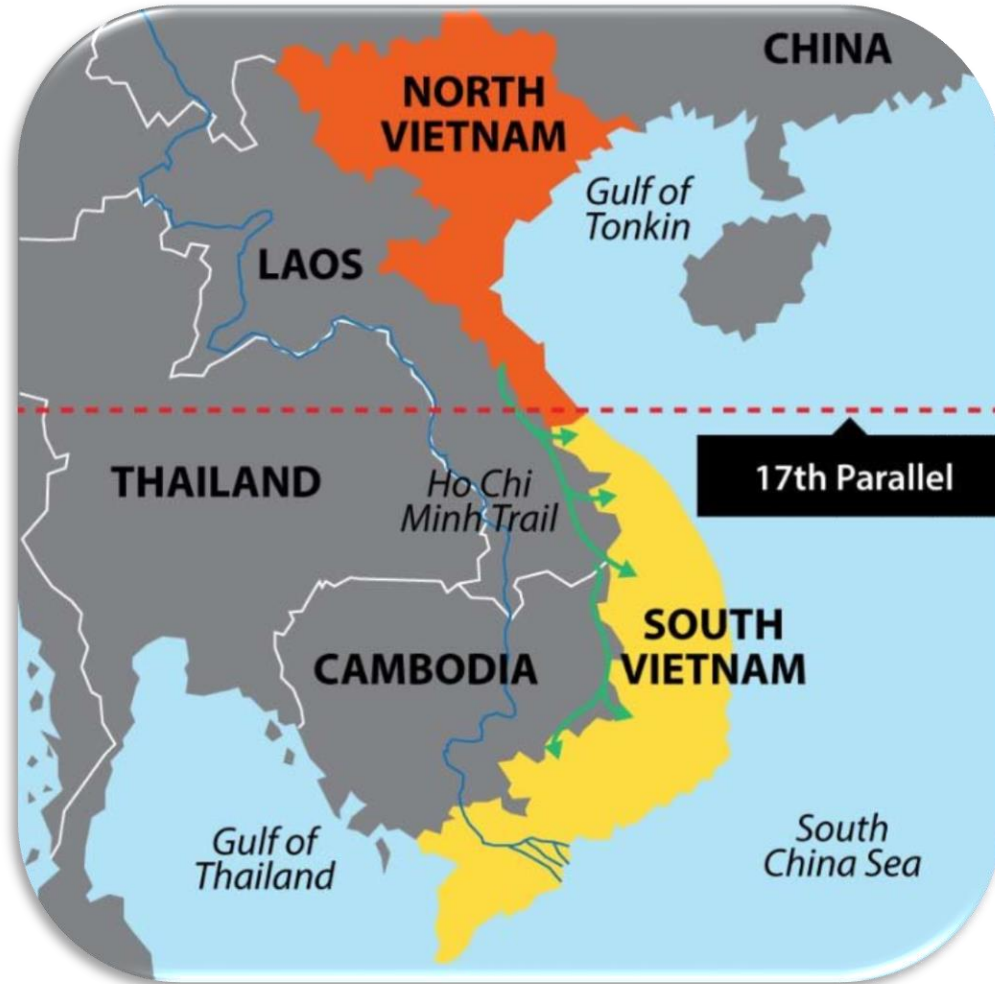


<https://www.vietnam-tour.biz/catholicism-in-vietnam/>

About the People

- Ethnicity: 86% Kinh (Vietnamese)
- Religion: 86% none
 - Large Catholic population because of French control
 - Influenced Latin letters in written Vietnamese
 - Large Buddhist population because of Chinese origin
- Tobacco use: 25% (51st world rank)

Differences Between North and South



Vietnam Split into North and South Along the 17th Parallel

https://www.researchgate.net/figure/One-country-two-halves-North-Vietnam-under-the-influence-of-communism-whereas-South_fig3_333132045

How each views themselves

- NORTH
 - More refined & cultured
 - Concerns about status & appearance
 - More conservative
 - More Chinese, East European/Communist & Socialist influenced
 - More Formal
 - Thrifty
- SOUTH
 - More dynamic & tolerant
 - More socially liberal
 - More westernized
 - More Direct
 - Spends more money

Vietnamese Culture

- Taboo topics: politics and religion
- Gift Giving
 - Due to buddhist philosophy, the giver is more benefited due to karma
 - Do not open gifts in front of the gift giver
- Rude Behavior
 - Crossing legs in a way that points to someone
 - Beckoning with a finger or with a full hand
 - Complimenting a new-born baby
- Physical Contact
 - Kissing is considered inappropriate in public
 - Most physical touches (besides handholding) are uncommon



<https://asiamystika.com/blog/facts-about-vietnamese-culture>

WEB: *An introduction to Vietnamese etiquette – the dos and don'ts.* (2023, December). Kulturstudier. Retrieved Nov. 13, 2024 from https://www.kulturstudier.com/m/files/Dev_1/Etiquette.pdf

WEB: *Say pronouns in Vietnamese: I/you/we and my/your/our.* (n.d.). YourVietnamese. Retrieved Nov. 13, 2024 from <https://yourvietnamese.com/learn-vietnamese/vietnamese-pronouns/>



Low-Middle Economy

- GDP per capita: \$14,000 (130th world rank)
- 5% below poverty line
- Exports broadcasting equipment mainly to the U.S. (29%)
 - \$370 bil.
 - 24th world rank
- Imports integrated circuits primarily from China (38%)
 - \$340 bil.
 - 24th world rank

Image of Broadcasting Equipment

<https://stockcake.com/s/broadcast-equipment>

WEB: *The World Factbook*. (2024, October 1). CIA. Retrieved Oct. 1, 2024 from <https://www.cia.gov/the-world-factbook/countries/vietnam/>

Economic Decision-Making: Apparel

- Internationally recognized products from Vietnam
 - Towels, Textile Fabrics, Fiber
- Advertisement Factors
 - Technology advancement, Social media, Influencers
- Market Factors
 - Location, Mall development
- Product Characteristics Factors
 - Fast fashion
- Subjective Norms (to do an action based on the opinions of others) Factors
 - To present an image, To fit in
- Individual Factors
 - Urbanization, Amount of spending money



<https://www.insightguides.com/inspire-me/blog/the-best-shopping-in-vietnam>

Economic Decision-Making: Rice Farming

High dikes caused reduced flooding

- ECONOMY

- Benefits

- More crops → greater farmer income

- Losses

- Harder to find sea animals → less activity in economy
- Less floating rice from rice farming → lack of income source for the poorer and landless
- Soil nutrients renewal lessened
 - Increased cost of farming

- Reasoning of refusal to switch methods (62% of farmers)

- Unable due to financial struggles
- New techniques incompatible with infrastructure and farming conditions
- Belief that despite risks/issues, it will be economically sustainable for a while



http://en.Wikipedia.org/wiki/File:Farmer_In_Vietnam.jpg

MAG: van Aalst, M. A., Koomen, E., Tran, D. D., Hoang, H. M., Nguyen, H. Q., e Groot, H. L. F., Spatial Economics, Amsterdam Sustainability Institute, & Tinbergen Institute. (2023, February 1). The economic sustainability of rice farming and its influence on farmer decision-making in the upper Mekong delta, Vietnam. *Agricultural Water Management*, 276, 1-13.

<https://doi-org.ezproxyprod.ucs.louisiana.edu/10.1016/j.agwat.2022.108018>

Recent Economic Issues

- The Anti-Corruption Campaign
 - Government positions
 - President and 2 deputy prime ministers left
 - 2,276 Public servants charged and fired
 - Mass resignation
 - Private businesses
 - Large company executives arrested (ex: healthcare and real estate)
 - Stricter regulations delayed bond issuance
 - Private domestic investment fell (bc real estate)
 - Socio-economic recovery plan but wasn't very effective
- Slow job creation & stagnant income
- American Tariff
 - Slows export-led economy



President Võ Văn Thưởng

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.bbc.com%2Fnews%2Fworld-asia-64820903&psig=AOvVaw1iqWbp0flaDdJuVEBPzzRR&ust=1730834981875000&source=images&cd=vfe&opi=89978449&ved=0CBcQjhxqFwoTCICH7_i0w4kDFQAAAAAdAAAAABAR

NEWS: Albayrak, A., Rajah, R. (2024, July 3). Political upheaval in Vietnam is holding its economy back. *The Interpreter*, Lowy Institute, Retrieved November 4, 2024,

<https://www.lowyinstitute.org/the-interpreter/political-upheaval-vietnam-holding-its-economy-back>

Recent Economic Growth

- Recovery
 - Đổi Mới policy
 - State-controlled centralized economy → market-orientated economy
 - Removed all international trade restrictions
 - Improved development in industrialization
 - Location
 - In east Asia & close to global supply chains
 - Increased investment from other countries
 - Involvement in free trade agreements
 - EU-VN free trade agreement
 - Association of Southeast Asian Nations
 - Tourism



<https://internationalfinance.com/economy/vietnam-targets-economic-growth/>

NEWS: N/A. (2024, November 4). Why is Vietnam's economy growing so fast? *Vietnam Briefing*, Dezan Shira & Associates, Retrieved November 4, 2024, <https://www.vietnam-briefing.com/news/why-is-vietnams-economy-growing-so-fast.html/>

Lacquer Paintings



- Made of natural lacquer (sap of lacquer tree)
- Requires a multitude of layers
- Polished & becomes smooth and shiny
- Sometimes includes other materials
 - Crushed eggshells
 - Metallic leaf
 - Mother-of-pearl

Lacquer Painting Including Thin Slices of Mother-of-Pearl

<https://www.assamika.com/2016-04-19-4-panel-Vietnamese-mother-of-pearl-inlay-lacquer-painting-depicting-many-temples>

WEB: *Discover the traditional parasol craft during a cycling tour in Hue.* (n.d.). Slow Travel Hue. Retrieved Nov. 13, 2024 from https://slowtravelhue.com/parasol-making-handicraft-cycling-tour-in-hue/?srsltid=AfmBOooe0ZC7SifQKbuPDeOA79Ri_xzn8fYIXRzaqggw_jWkYOU6lupw

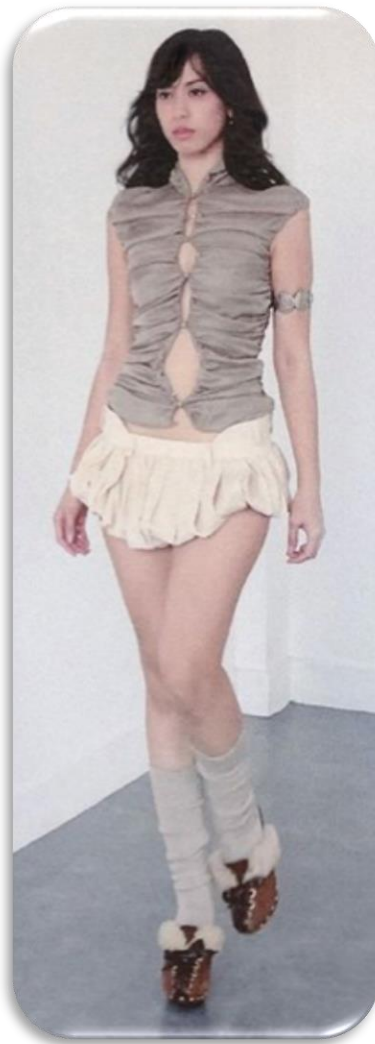
CLOTHING



Current Most Popular Brands



Fanci Club



AEIE Studios



Caostu



DUC Studio



Subtle Le Nguyen



Áo dài



<https://hoiannow.com/hoi-an-guide/about-hoi-an/vietnamese-culture/ao-dai-the-vietnamese-national-dress/>

<https://www.etsy.com/il-en/listing/974796220/high-quality-vietnamese-ao-dai-white>

<https://www.pinterest.com/pin/756604806171075229/>

<https://www.pinterest.com/pin/756604806171065396/>

WEB: *All about ao dai: Vietnam's national dress* (n.d.). Viet Nam National Authority of Tourism. Retrieved Nov. 12, 2024 from <https://vietnam.travel/things-to-do/ao-dai-vietnam>

Áo dài



<https://www.istockphoto.com/photos/vietnamese-girl-with-ao-dai>



<https://www.etsy.com/listing/1311609352/vietnamese-red-ao-dai-for-kids-childrens>

<https://evivatour.com/vietnamese-traditional-dress-the-story-of-ao-dai-and-where-to-find-them/>

Áo dài



<https://lahava.com/collections/mens-ao-dai/products/gold-modern-ao-dai-with-slit-front>



<https://aodaiyecutesass.com/products/men-and-boy-blue-lan-ao-dai-72190>



<https://aodaius.com/products/copy-of-vietnamese-traditional-ao-dai-for-men-men-dress-ao-dai-nam-men-dress-ao-dai-nam>

Urban Clothing



<https://www.kcrush.com/vietnamese-top-five-fashion-trends/amp/>



<https://www.istockphoto.com/photos/vietnam-teenagers>



<https://www.kcrush.com/vietnamese-top-five-fashion-trends/amp/>

Rural Clothing



<https://www.5giay.vn/threads/ao-ba-ba-khan-ran-combo-cua-nguoi-mien-tay-nam-bo.9523941/>



<https://www.5giay.vn/threads/ao-ba-ba-khan-ran-combo-cua-nguoi-mien-tay-nam-bo.9523941/>

- More conservative and modest than urban areas
- Some farmers in southern Vietnam wear black or brown Áo bà ba for farming or at home

WEB: Ngoc, D. (2023, June 27). *Izitour*, Retrieved November 13, 2024, <https://izitour.com/en/blog/vietnam-traditional-clothes>

WEB: Heiley. (2024, May 27). *Asia Pioneer Travel*, Retrieved November 13, 2024, <https://asiapioneertravel.com/blog/what-to-wear-in-vietnam/>

Rural Clothing



<https://www.pinterest.com/phamk9999/ao-ba-ba/>



<https://aodaitailoc.com/ao-ba-ba/>



<https://www.pinterest.com/pin/653444227205288590/>

WEB: Ngoc, D. (2023, June 27). *Izitour*, Retrieved November 13, 2024, <https://izitour.com/en/blog/vietnam-traditional-clothes>

WEB: Heiley. (2024, May 27). *Asia Pioneer Travel*, Retrieved November 13, 2024, <https://asiapioneertravel.com/blog/what-to-wear-in-vietnam/>

Business Attire



<https://timhieuvietnam.vn/vietnam%E2%80%99s-20-most-influential-businesswomen>



<https://www.worldtraderef.com/vietnam/business-culture/attire.html>

Academic Attire



https://www.reddit.com/r/a:t5_aajdh/rising/



<https://www.facebook.com/SEAheritagehistory/posts/some-vietnamese-male-students-in-traditional-costume-%E1%BB%B7-v%C3%A2n-c%C3%A1c-vi%E1%BB%87t-ph%E1%BB%A5c-h%E1%BB%99iadmi/1095453967653753/>

WEB: Chu, H., Hien, Anh., & Tuoi Tre News. (2024, March 13). *Tuoi Tre News*, Retrieved November 12, 2024, <https://tuoitrenews.vn/news/society/20240313/scanty-attire-runs-rampant-on-ho-chi-minh-city-college-campuses/78761.html>

WEB: *School uniforms in Vietnam* (n.d.). K12academics. Retrieved Nov. 12, 2024 from <https://www.k12academics.com/school%20uniforms/school-uniforms-vietnam>



<https://pin.it/5Lm00xZjf>



<https://pin.it/4ZcRt7lxE>

Common & Wealthy Weddings

(Little Difference)



<https://www.pinterest.com/pin/280630620504170081/>



<https://www.pinterest.com/pin/27373510221660713/>

Khăn Đón



<https://www.pinterest.com/pin/2040762327403600/>



<https://www.pinterest.com/pin/14355292554735375/>



<https://www.pinterest.com/pin/551761391861432326/>

Khăn Đổng



<https://www.yeep.vn/816247/khan-xep-doi-dau-be-trai-be-gai-khan-xep-nam-cu-ong-mac-ao-dai-phu-kien-ao-dai-cach-tan-mai-ao-dai/>



<https://vatgia.com/raovat/7399/12639889/ao-dai-khan-dong-cho-be.html>



<https://designlife.vn/product/ao-dai-khan-xep-nam/>

Khăn Vắn

<https://www.pinterest.com/pin/155303887740662509/>



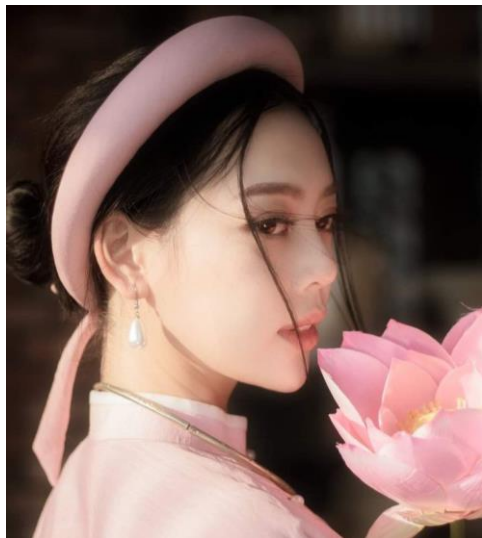
<https://www.pinterest.com/pin/155303887740662509/>



<https://www.pinterest.com/pin/155303887740662509/>



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<https://www.pinterest.com/pin/186406872072775055/>



<https://www.pinterest.com/pin/155303888189843631/>



<https://www.pinterest.com/pin/155303888093201265/>



<https://www.pinterest.com/pin/636766834846032224/>



Nón lá: Vietnamese Conical Hat

- Made of bamboo
- Worn by all genders
- Provides shade and shelter from sun and rain
- Worn during farming and outdoor activities



<https://cne.wtf/2021/09/10/vietnamese-police-seize-100kg-drug-shipment-at-border-crossing/>



Drug and Refugee Problem

- Refugees
 - Large Chinese Cambodian population who fled and were abandoned by their government
 - Stateless Vietnamese women who divorced foreigners and returned
- Illicit Drugs
 - Ships (mainly to other Asian countries) and gets shipped many types of illegal drugs
 - Heroin
 - Methamphetamine
 - Amphetamine

Conclusion

- Vietnam's origin from China & temporary submission under France's rule inspired trends in Vietnamese clothing
- Hot, humid climate contributed to the use of accessories such as the Nón Lá conical hat
- Urban areas more westernized & revealing than rural ones
- Vietnamese values of modesty is reflected in the rarity of exposed skin