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2 **COMPARISON OF PHARMACEUTICAL AND HEALTHCARE BUSINESS**

3 **PRACTICES BETWEEN INDIA AND VIETNAM IN HO CHI MINH CITY**

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5

6 **Abstract:**

7 **Background:** The business cultures of Indian and Vietnamese companies operating in Ho
8 Chi Minh City reflect distinct national characteristics while also sharing certain common
9 values. As companies expand into international markets, understanding similarities and
10 differences in business culture becomes a critical factor for success, particularly in
11 culturally sensitive sectors such as pharmaceuticals and healthcare.

12 **Aim:** This study aims to compare the business culture of Indian and Vietnamese
13 enterprises in the pharmaceutical and healthcare sectors in Ho Chi Minh City, with a
14 focus on communication styles, relationship-building practices, and negotiation
15 approaches. **Methods:** The study adopts a qualitative and comparative approach, drawing
16 on cross-cultural business frameworks to analyze cultural practices in business
17 interactions. Data are examined to identify patterns of communication, hierarchy, and
18 relationship management among Indian and Vietnamese enterprises operating in Ho Chi
19 Minh City. **Results:** The findings indicate that while both cultures place strong emphasis
20 on personal relationships and respect for hierarchical structures, notable differences exist
21 in communication and negotiation styles. Vietnamese entrepreneurs tend to communicate
22 in a gentle and indirect manner, whereas Indian entrepreneurs are generally more open
23 and direct. Cultural and social values further influence how business relationships are
24 established and maintained in each context.

25 **Conclusion:** Indian and Vietnamese business cultures in the pharmaceutical and
26 healthcare sectors demonstrate both convergence and divergence in their practices.

27 Understanding these cultural dynamics is essential for effective cooperation and
28 sustainable business development in Ho Chi Minh City's multicultural environment.
29 Clinical / Practical Significance: The study provides practical insights for pharmaceutical
30 and healthcare companies seeking to operate or expand in Ho Chi Minh City, highlighting
31 the importance of cultural awareness in business communication, partnership
32 development, and market integration.

33 **Keywords:** Business, Pharmaceuticals and Healthcare, Differences.

34 INTRODUCTION

35 During the COVID-19 pandemic, the global economy faced unprecedented shocks,
36 and the pharmaceutical and healthcare sectors were among the hardest hit. In both
37 Vietnam and India, the pandemic not only deeply affected public health but also posed
38 significant challenges to pharmaceutical, cosmetics, and functional food businesses in
39 terms of supply chain disruptions, product consumption, and the maintenance of
40 production and business operations. After the pandemic was brought under control, both
41 countries faced pressure to recover economically, especially in reviving the activities of
42 enterprises in the pharmaceutical and healthcare sectors. This industry plays an essential
43 role not only in individual well-being but also in the overall social and economic
44 development of both nations.

45 In Ho Chi Minh City—the largest economic and pharmaceutical-cosmetic hub of
46 Vietnam—the growing presence of Indian businesses in the pharmaceutical and
47 functional food sectors has raised many noteworthy issues. Indian enterprises tend to
48 focus on providing high-quality products at affordable prices, while Vietnamese
49 companies prioritize the development of domestic brands and the exploration of the local
50 market. Both groups of businesses have had to shift their business strategies, adapt to the
51 post-pandemic context, increase online marketing efforts, and participate more actively in
52 trade fairs and promotional events to expand their customer base. However, differences in
53 business culture, customer engagement methods, and consumer trust and perception

54 toward pharmaceutical-cosmetic products from India and Vietnam remain areas requiring
55 thorough research.

56 This study is particularly meaningful in the context of deepening economic
57 integration and globalization, as Indian and Vietnamese businesses are increasingly
58 strengthening cooperation and competing in the Vietnamese market—especially in the
59 pharmaceutical and healthcare sectors in Ho Chi Minh City. Understanding the
60 differences in business practices, customer engagement approaches, and consumer
61 perceptions will enable companies to optimize their marketing strategies, enhance
62 competitiveness, and better meet market demands.

63 In addition, the author aims to clarify the characteristics of business culture and
64 the pharmaceutical-cosmetic industry in Vietnam, offering diverse perspectives on the
65 marketing methods employed by Indian enterprises in the herbal and cosmetic sector in
66 Ho Chi Minh City. This will allow Vietnamese businesses to learn from these experiences
67 and build suitable strategies for sustainable development in an increasingly competitive
68 market.

69 The topic of pharmaceutical and healthcare business in India and Vietnam has
70 received attention through various studies. In India, notable research includes [Kanagala](#)
71 [Anusha et al. \(2015\)](#) on pharmaceutical marketing trends, [Chaganti \(2018\)](#) with a
72 comprehensive work on pharmaceutical marketing, [Nandy \(2023\)](#) on strategic marketing
73 management, and [Vinita Srivastava & Jugal Kishore \(2024\)](#) on pharmaceutical marketing
74 management—all of which offer in-depth analysis of marketing strategies, customer
75 relationship management, pricing, and distribution channels. In Vietnam, studies such as
76 [Đương Thị Liễu \(2011\)](#) focus on business culture and influencing factors in the
77 pharmaceutical-cosmetic industry amid integration and digital transformation. However,
78 there is currently no research directly comparing business methods between Indian and
79 Vietnamese companies in the pharmaceutical and healthcare sector in Ho Chi Minh City.

80 The author proposes two research questions to guide the entire survey and analytical
81 process:

82 1. How do consumers in Ho Chi Minh City perceive pharmaceutical and cosmetic
83 products from India and Vietnam?

84 2. How do pharmaceutical business and marketing approaches differ between India
85 and Vietnam in Ho Chi Minh City?

86 Based on both direct and indirect sources on Indian and Vietnamese business
87 cultures, the author identifies a significant research gap in the comparison of
88 pharmaceutical business practices between the two countries in Ho Chi Minh City. By
89 tackling this gap, the study aims to enrich the existing theoretical framework and offer
90 practical guidance for future practice

91 **THEORETICAL FRAMEWORK**

92 The study adopts an international business culture and international marketing approach,
93 combined with comparative analysis, to examine the similarities and differences in
94 pharmaceutical and healthcare business practices between Indian and Vietnamese
95 enterprises in Ho Chi Minh City.

96 According to Richard Gesteland (2012, pp. 80–120), international business culture
97 consists of a set of values, norms, and behaviors that shape communication, relationship
98 building, and negotiation in the global business environment. This theoretical framework
99 is applied to analyze differences in communication styles and business cooperation
100 practices between Indian and Vietnamese enterprises.

101 Hofstede (2001, p. 79) proposes a six-dimensional cultural model to systematically
102 compare cultural differences across nations. This model serves as the primary theoretical
103 foundation for analyzing the influence of national culture on business behavior and
104 consumer perceptions of pharmaceutical and cosmeceutical products in Ho Chi Minh
105 City.

106 According to Cateora, Gilly, and Graham (2020, pp. 100–150), international marketing
107 requires firms to adapt product strategies, pricing, distribution, and communication to the
108 cultural characteristics of each market. This perspective is employed to compare the
109 business and marketing approaches of Indian and Vietnamese pharmaceutical enterprises
110 operating in Ho Chi Minh City.

111 **RESEARCH METHODOLOGY**

112 The study employs a qualitative research approach based on **Creswell (2009, pp. 61–65)**,
113 in which in-depth interviews are presented as a key research tool for generating empirical
114 findings. Creswell emphasizes that in-depth interviews enable researchers to collect rich
115 and detailed data on participants' experiences, perspectives, and beliefs, which is
116 particularly valuable when examining complex domains such as business culture and
117 marketing practices.

118 Following Creswell's qualitative approach, in-depth interviews are utilized as the central
119 method for gathering in-depth data on participants' viewpoints, attitudes, and beliefs.
120 This method is especially appropriate for investigating issues related to business culture
121 and consumer behavior.

122 In this study, in-depth interviews are conducted with Vietnamese consumers in Ho Chi
123 Minh City to explore their perceptions and evaluations of domestic pharmaceutical and
124 cosmeceutical products as well as products of Indian origin. The interviews focus on key
125 aspects such as product quality, pricing, brand reputation, and country of origin.

126 The use of in-depth interviews allows the study to identify differences in consumer
127 perceptions and behaviors, while also highlighting the role of cultural factors, social trust,
128 and personal experience in shaping pharmaceutical product choices in Ho Chi Minh City.

129 **RESEARCH RESULTS AND DISCUSSION**

130 **Perceptions of Consumers in Ho Chi Minh City Regarding Indian and Vietnamese**
131 **Cosmeceuticals**

132 After the COVID-19 pandemic, Vietnamese consumers, especially in Ho Chi
133 Minh City, have shown a significant shift in their health care needs. People have become
134 increasingly concerned with choosing products that have clear origins, are safe, and free
135 of harmful chemicals, while avoiding counterfeit and imitation goods that flood the
136 market. In this context, cosmeceuticals and dietary supplements from India are highly
137 regarded by many consumers in Ho Chi Minh City for their quality, credibility, and safety.
138 In contrast, although Vietnamese domestic products are diverse, they are often questioned
139 regarding quality and safety.

140 This study focuses on analyzing consumer perceptions in Ho Chi Minh City
141 regarding Indian and Vietnamese cosmeceutical products, using the six-dimensional
142 model of business culture. By applying this approach, the research aims to clarify the
143 cultural factors that influence consumer behavior and product selection decisions in the
144 modern health care landscape.

145 The COVID-19 pandemic has underscored the importance of health and product
146 quality, leading consumers in Ho Chi Minh City to become more cautious when choosing
147 goods—particularly those directly related to health, such as cosmeceuticals and
148 functional foods. Post-pandemic, consumers no longer prioritize price alone but
149 increasingly focus on factors such as clear origin, assured quality, safety, and chemical-
150 free composition. Additionally, authenticity and protection against counterfeit products
151 have become key criteria in purchasing decisions. In this context, Indian functional foods
152 and cosmeceuticals have emerged as a reliable choice due to their global reputation,
153 lower incidence of counterfeiting, and a “cleaner” image compared to domestic products.
154 Although Vietnamese cosmeceuticals have development potential, consumers remain
155 wary due to safety concerns, inconsistent quality, and a lack of transparency. Consumer
156 skepticism is rising, especially in light of frequent media reports highlighting counterfeit
157 and substandard products in Vietnam. Notably, in May and June 2025, authorities
158 discovered and publicized numerous fake functional foods, cosmetics, and supplements,
159 heightening community concern and prompting greater caution among consumers.

160 Vietnamese consumers are increasingly prioritizing safety and clear origins in the
161 products they use. During surveys conducted at pharmaceutical and health care expos in
162 Ho Chi Minh City—particularly in districts 7 and 12—I interviewed consumers at
163 various booths. Among them, the booth of Hamdard Laboratories (India) attracted
164 notable attention. Hamdard is a well-established nonprofit organization in India
165 specializing in pharmaceuticals and supplements rooted in the traditional Unani system of
166 medicine. This company regularly participates in international events and owns
167 production plants and distribution networks in key Indian cities such as Ghaziabad,
168 Manesar, Okhla, Bengaluru, Patna, Kanpur, Meerut, Ahmedabad, Ambala, Bhiwandi,
169 Indore, Jaipur, Kolkata, and Hyderabad.

170 Excerpt from Interview No. 2:

171 *After attending the exhibition, many Vietnamese consumers purchased and tried a*
172 *skincare product extracted from almond oil produced by Hamdard (India). They*
173 *reported positive experiences, particularly valuing the product's natural herbal*
174 *ingredients. Some users mentioned they had already heard of the brand through*
175 *friends and held a favorable impression of it. This familiarity led them to switch to*
176 *Hamdard products because of their natural origin, reasonable prices suited to*
177 *Vietnamese incomes, and international credibility. Moreover, purchasing directly*
178 *from Indian representatives at the expo gave them peace of mind, helping them*
179 *avoid the risk of buying counterfeit products—a prevalent concern in the domestic*
180 *market.*

181 With modern technology, consumers can easily access and research international
182 products using translation tools and digital platforms. Learning about Hamdard—a
183 globally expanding brand—has never been more convenient. Currently, Hamdard exports
184 to more than 25 countries, including the U.S., Canada, Nepal, Australia, Mauritius, Kenya,
185 Ukraine, Kyrgyzstan, Tajikistan, Japan, Singapore, New Zealand, Russia, Serbia, and
186 Zambia. In addition to exports, the company actively participates in major international
187 exhibitions, such as Gulfood 2025 in Dubai, where Hamdard introduced new products

188 like bottled coconut water, honey, spices, and cooking oils—boosting global brand
189 awareness. (India Pharma Franchise, 17/6/2025)

190 Hamdard products are now officially available in Ho Chi Minh City, including:

- 191 • Traditional Unani medicines: Herbal remedies for common ailments, syrups,
192 health supplements.
- 193 • Functional foods: Products to boost health, immunity, and digestion.
- 194 • Beauty care products: Hamdard Arq Gulab rose water, essential oils, and natural
195 cosmetics.
- 196 • Natural foods: Honey, bottled coconut water, traditional spices, and other healthy
197 foods.
- 198 • Personal hygiene products: Herbal soaps, shampoos, and toothpaste.

199 One particularly sought-after item by Vietnamese consumers is the Arq Gulab rose
200 water, which is sold at low prices during promotional events and sometimes even given
201 away for free. These products are primarily distributed via international online platforms
202 like Amazon and Noon, as well as Indian food specialty stores in Vietnam.

203 Sri Sri Tattva is another well-known Indian company specializing in health care, dietary
204 supplements, and cosmetics rooted in Ayurveda. It is committed to delivering high-quality,
205 safe, and environmentally friendly products that enhance consumer well-being. Sri Sri
206 Tattva's products, approved by India's Ministry of AYUSH, are gaining increasing trust
207 among Vietnamese consumers—especially popular items like the Sudanta toothpaste,
208 Kanchanara tablets (for cyst treatment), and other wellness products. Examples include:

- 209 • Immune boosters: NAOQ19, Shakti Drops, Tulsi Drops, Triphala Tablets,
210 Chyawanprash
- 211 • Digestive and liver support: TriphalaChurna, Haritaki, Chitrakadi Gutik
- 212 • Women's health: Shatavari Tablets, Evening Primrose Oil

213 • Joint and bone health: Flexijod Joint Care, Sandhimitra Vati
214 • Personal care: Sudanta toothpaste, Gulab Jal rose water, hair oils, massage oils

215 Additionally, Sri Sri Tattva offers healthy foods such as ghee, herbal juices, organic
216 spices, and products for meditation and spiritual practices.

217 Sri Sri Tattva products are now available in over 30 countries, including Vietnam.
218 Consumers can conveniently purchase them via international e-commerce platforms like
219 Amazon, BigBasket, or through Ayurveda specialty distributors. With a reputation built
220 over time, Sri Sri Tattva continues to expand its market and has become a trusted global
221 brand.

222 At the Vietnam Medi-Pharm Expo 2024 held in District 7, Ho Chi Minh City in August
223 2024, numerous Indian-imported products, particularly from Hamdard, were showcased
224 and received strong consumer interest. These included popular functional foods like liver
225 supplements, digestive aids, women's health products, and joint support remedies.

226 A standout marketing strategy used by Indian companies was to have Indian doctors offer
227 free pulse diagnosis to Vietnamese consumers and provide health consultations without
228 pressuring purchases. Despite language barriers, communication was facilitated through
229 interpreters or simple phrases, often with student translators. This friendly, sincere
230 consultation style impressed many Vietnamese consumers and led them to voluntarily
231 purchase products, without the need for exaggerated advertisements or flashy promotions.

232 In contrast, booths run by Vietnamese businesses often gave the impression of high-
233 pressure sales tactics. Staff were overly enthusiastic, constantly praising products,
234 offering lucky-draw promotions, and even requiring customers to download company
235 apps on their phones to track products—leaving consumers feeling restricted and uneasy.
236 Although Vietnamese products have been on the market for years, this marketing
237 approach proved counterproductive, deterring potential buyers.

238 Excerpt from Interview No. 5:

239 *One consumer shared that they prefer real-life product experiences over*
240 *exaggerated marketing. They expressed concern about aggressive promotional*
241 *strategies where products were hyped without proven quality. According to them,*
242 *some Vietnamese businesses lure customers with discounts or freebies, only to*
243 *demand that they download apps to learn more about products. This tactic created a*
244 *sense of coercion, making customers feel they couldn't leave without buying*
245 *something. As a result, people sometimes made purchases just to escape the*
246 *pressure, which left a negative impression.*

247 *Analyzing this phenomenon through Hofstede's cultural dimensions model offers*
248 *insights into why Ho Chi Minh City consumers perceive Indian and Vietnamese*
249 *cosmeceuticals differently:*

- 250 • High power distance in Vietnam leads consumers to place greater trust in
251 established, internationally recognized brands than in local ones. They are more
252 likely to follow advice from doctors or experts than make independent decisions.
- 253 • High uncertainty avoidance, especially post-pandemic, drives demand for products
254 with certifications, quality control, and origins in countries with strict regulatory
255 systems—like India.
- 256 • Collectivism means consumers are heavily influenced by group opinions, social
257 trends, and recommendations from friends or family. If Indian products gain
258 positive community recognition, consumer trust follows.
- 259 • Feminine cultural traits, which emphasize quality of life, drive consumers to
260 prioritize safety and sustainability over cheap or fast-acting solutions. This
261 explains the growing preference for Indian cosmeceuticals, known for their safety.
- 262 • Post-pandemic, Vietnamese consumers are more long-term oriented, willing to
263 invest in preventive health care and sustainable solutions rather than temporary
264 fixes.

265 • Restraint culture leads to cautious, thoughtful spending—especially on non-
266 essential items. However, in the health sector, people are willing to pay more for
267 safe, long-lasting products.

268 The current cosmeceutical market in Ho Chi Minh City clearly reflects the
269 competition between local and imported products. Indian products are favored for their
270 long-standing reputation, lower risk of counterfeiting, and more affordable prices than
271 those from Europe or the U.S. This trust is also linked to rigorous quality standards and a
272 “clean” product image. In contrast, Vietnamese cosmeceuticals face challenges due to
273 consumer distrust, counterfeit issues, and a lack of transparency. While consumers
274 express a desire to support domestic goods, they remain wary of potential risks in a
275 volatile market with unclear information. As a result, consumers in Ho Chi Minh City
276 tend to view Indian imports as a safe and reliable choice for health care—while still
277 hoping that Vietnamese businesses will improve product quality and transparency to
278 better meet market expectations.

279 In the context of globalization, understanding and adapting to the cultural
280 characteristics of each country has become a key factor for businesses to achieve
281 sustainable development in the international market. Enterprises not only need to master
282 management skills and business strategies but must also deeply understand the values,
283 norms, and behaviors accepted by society in the global business environment. India's
284 approach to international business culture is considered a set of recognized principles and
285 behaviors that help businesses avoid unnecessary cultural misunderstandings and
286 conflicts during global trade and cooperation. Such insights play an important role in
287 developing business and marketing strategies tailored to each specific market, thereby
288 creating competitive advantages and maintaining sustainable growth. (**Richard Gesteland,**
289 **2012, pp. 80–120**)

290 Analyzing cultural differences between countries is a crucial factor that helps
291 businesses design appropriate business strategies for specific markets. A survey
292 conducted in Ho Chi Minh City shows that Indian enterprises—particularly in the fields

293 of pharmaceuticals, functional foods, skincare, haircare, toothpaste, and herbal-based
294 products—often apply a business approach that emphasizes respect for customer choice.
295 There is no evidence of a power-centric or coercive culture in the sales process; instead,
296 they adopt a friendly service style that enables consumers to have hands-on experiences
297 and make decisions freely.

298 Indian businesses always prioritize reputation and product quality as core elements
299 in building and developing their brands. They are well aware that expanding into
300 international markets—including Vietnam—is not merely a commercial activity, but also
301 a matter of maintaining the national image and reputation in the eyes of global consumers.
302 Therefore, their business strategies often aim for sustainable development, placing
303 community health at the center and prioritizing long-term marketing policies over short-
304 term profits.

305 To enhance competitiveness in foreign markets, they focus on developing high-
306 quality products at reasonable prices, suitable for the average income of the local
307 population. Additionally, they pay particular attention to cultural factors, consumer
308 behavior, and specific needs in each region—for example, Ho Chi Minh City, which
309 displays a high degree of diversity and complexity in shopping behaviors. This approach
310 accurately reflects Hofstede's (2001, p. 79) analysis of the relationship between cultural
311 dimensions and business strategy in a global environment.

312 Excerpt from Interview No. 7:

313 *A participant at the exhibition shared that she was impressed by the marketing approach*
314 *of Indian businesses: a Traditional Medicine doctor directly from the*
315 *pharmaceutical and cosmetic company came to Vietnam to conduct health check-*
316 *ups, perform acupressure, and provide product consultations, accompanied by a*
317 *translator or using translation software when necessary. What stood out was that*
318 *they did not pressure customers to make purchases; buying was entirely voluntary*

319 *after thorough consultation. This gentle and respectful approach made customers*
320 *feel comfortable and more willing to explore the products.*

321 *In contrast, many Vietnamese booths often applied sales pressure by talking excessively,*
322 *offering aggressive promotions or free gifts, which made visitors feel awkward if*
323 *they chose not to buy. This stark difference highlights two distinct marketing styles:*
324 *the respectful, experience-based approach from India versus the more forceful,*
325 *pressure-driven sales tactics commonly found in Vietnam.*

326

327 To successfully develop products in Vietnam—particularly in Ho Chi Minh City, a
328 dynamic economic hub—businesses need to understand local consumer culture and
329 shopping habits. Grasping actual consumer needs, the types of products in demand, and
330 how customers engage with goods will provide valuable direction for marketing and
331 distribution strategies. Market entry approaches cannot be separated from the specific
332 cultural context; they require flexibility in building customer relationships. For Indian
333 businesses, this becomes even more crucial if they aim to establish a reputable and
334 consumer-friendly brand image in Vietnam. High-quality products, well-aligned
335 strategies, and a respectful attitude toward local culture are key elements for achieving
336 sustainable growth in this market.

337 In addition to studying consumer behavior, an international marketing perspective
338 highlights the essential role of crafting strategies tailored to each market. According to
339 **Cateora, Gilly, and Graham (2020, pp. 100–150)**, international marketing is not merely
340 about promoting products, but rather a comprehensive process that includes researching
341 the target market, adapting products to local cultural and social characteristics, building
342 efficient distribution systems, and implementing appropriate communication strategies to
343 earn customer trust. This approach is particularly critical in the cosmetics and healthcare
344 sectors—industries where consumers often have strict criteria regarding product quality,
345 ingredients, origin, and safety.

346

347 Excerpt from Interview No. 9:

348

349 *According to the insights shared by Interviewee No. 9, the Vietnamese market still*
350 *tends to focus heavily on immediate sales rather than prioritizing product*
351 *sustainability and long-term customer experience. Consumers observe that many*
352 *Vietnamese companies place short-term gains above efforts to build trust and brand*
353 *credibility, unlike Indian pharmaceutical firms. The interviewee emphasized that for*
354 *domestic products to gain the trust of Vietnamese consumers, local businesses must*
355 *develop realistic marketing strategies, understand the specific needs of different*
356 *customer segments, and—most importantly—ensure that product quality matches*
357 *what is advertised. If the actual quality falls short of promotional claims, even the*
358 *most attractive discounts or aggressive media campaigns will struggle to secure*
359 *long-term market presence. Transparency and a strong commitment to quality are*
360 *key factors in regaining consumer trust and support for Vietnamese-made products.*

361 Highlight of Indian Business Practices in Cosmetics & Healthcare in Ho Chi Minh
362 City

363 Indian companies emphasize sustainable, customer-focused practices and long-term value
364 over short-term profit. They prioritize product quality—natural, health-safe, traditional
365 herbal formulas—over flashy advertising campaigns. Their marketing relies on gentle
366 interaction, sharing knowledge, health consultations, and letting customers make
367 informed choices. For example, Indian doctors diagnose and advise on herbal products in
368 a relaxing setting, letting customers freely decide whether to purchase. Distribution
369 networks—including authorized physical outlets and online stores—minimize sales
370 pressure. Products like herbal toothpaste, shampoo, herbal teas, and herbal extract
371 capsules are favored by Vietnamese consumers for their consistent quality, reasonable

372 price, and declared natural origins. The slow, trust-building philosophy is key to their
373 success.

374 In contrast, the cosmetics and health products industry in Vietnam faces challenges:
375 rapid growth in local brands, but inconsistent quality and misleading advertising have
376 eroded consumer trust. Marketing campaigns in social media, KOL endorsements, and
377 spa “push-sales” techniques frequently rely on pressure tactics. Many consumers report
378 feeling “trapped” or forced into purchases, resulting in discomfort, mistrust, and
379 avoidance of domestic brands. Over-hyped messages and app-based marketing often fail
380 to match actual product results, creating a significant gap between businesses and
381 consumers and hindering sustainable growth.

382 A comparison of the two approaches shows that Indian firms focus on authentic
383 product quality, sincere marketing, and consumer-centered practices. Vietnamese
384 companies, however, often invest heavily in form (campaigns, quick sales) at the expense
385 of creating lasting trust. Indian companies leverage deep cultural roots and traditional
386 medicine values that emphasize holistic health—while Vietnamese businesses are still
387 navigating brand promotion trends. India's approach demonstrates how building trust
388 through high-quality products and professional customer service is crucial—especially in
389 health-related sectors. Meanwhile, Vietnam needs to improve production processes, raise
390 real product quality, and adopt honest, transparent marketing strategies to regain
391 consumer trust and support in the long term.

392 Indian business methods in cosmetics and healthcare in Ho Chi Minh City offer a
393 refreshing model that emphasizes sustainability, natural ingredients, and long-term trust.
394 This approach has won over Vietnamese consumers who have grown increasingly
395 skeptical of domestic products driven by short-term gains. India's example highlights the
396 central importance of genuine quality and customer respect in building a sustainable
397 business—particularly in health-related industries. Vietnamese companies must
398 reevaluate their marketing, invest earnestly in R&D and product quality, and commit to
399 truthful communication to win back consumer confidence and forge lasting partnerships.

400 **Conclusion**

401 This study analyzed consumer perceptions in Ho Chi Minh City regarding
402 pharmaceutical and cosmetic products from India and Vietnam, while also comparing
403 business strategies employed by companies from both countries in this sector. The
404 findings indicate that each country has distinct advantages: Indian enterprises are
405 recognized for consistent product quality and flexible marketing strategies, whereas
406 Vietnamese companies gain consumer trust through their understanding of the local
407 market and clearly identified product origins. However, issues such as misleading
408 advertisements and counterfeit domestic products have recently tarnished the image of
409 local brands.

410 The analysis of business methods reveals that Indian companies focus on
411 expanding distribution channels and employing direct marketing, while Vietnamese
412 enterprises rely mainly on digital platforms but still lack long-term strategic planning and
413 an adequate distribution scale. Based on these realities, the study proposes several
414 recommendations to enhance the competitiveness of Vietnamese pharmaceutical and
415 cosmetic businesses. These include greater investment in research and development
416 (R&D), improvement of distribution and logistics systems, expansion of international
417 cooperation—particularly with Indian partners to learn from their marketing and quality
418 management experience—and active participation in industry networking activities.

419 It is important to note that this study primarily focused on consumer perceptions
420 and business strategies, without delving into a detailed or quantitative analysis of product
421 quality by specific product categories. This is a limitation that should be addressed in
422 future research in order to provide a more comprehensive understanding of the
423 competitive capabilities of pharmaceutical and cosmetic companies from Vietnam and
424 India in the domestic market.

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