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Buddhist Philosophy and Confucian Thought: Reinterpreting Family Values among Vietnamese Youth in Contemporary Society

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ABSTRACT

This study explores changing family values among Vietnamese youth amid socio-economic transformation and globalization. While traditional values like marriage and filial piety remain important, they increasingly coexist with modern ideals emphasizing education, economic stability, and personal autonomy. Using structured questionnaires and in-depth interviews with 397 young adults aged 18–30, the study offers both quantitative and qualitative insights. Findings reveal growing acceptance of non-traditional structures, including cohabitation, single parenthood, and shared caregiving, signaling a shift toward more progressive, inclusive family models. These changes reflect a redefinition of familial roles and expectations. The study's implications are relevant for educators, policymakers, and social workers aiming to strengthen family cohesion and adapt to evolving societal dynamics in contemporary Vietnam.

Keywords: Education, Family values, Gender equality, Intergenerational relationships, Tradition and modernity, Vietnamese youth.

INTRODUCTION

Family values, as fundamental components of cultural identity, play a crucial role in shaping social norms and individual behaviors. In Vietnam, a country characterized by its rich cultural heritage and rapid socio-economic transformation, family values are undergoing significant evolution. Historically, the traditional Vietnamese family system has been strongly influenced by Confucian, Buddhist, and indigenous philosophies, collectively emphasizing values such as filial piety, collective well-being, social harmony, and hierarchical respect within family structures (Nguyen, 2022b; Nguyen et al., 2022).

Confucianism has played a particularly pivotal role in shaping the Vietnamese family structure by promoting hierarchical relationships, filial duty, and gender roles centered around patrilineal lineage and elder respect (Nguyen, 2022a, 2022b). Buddhist philosophy, on the other hand, has contributed significantly through teachings such as the Four Noble Truths and compassion, guiding moral behavior, familial responsibility, and harmonious interpersonal relations within Vietnamese society (Nguyen et al., 2022; T. V. Nguyen et al., 2024). These traditional philosophies, interwoven with indigenous beliefs, established the Vietnamese family as a cornerstone of societal cohesion, where familial obligations and communal responsibilities were prioritized over individual desires.

However, contemporary Vietnam's integration into the global economy has brought about profound changes in social structures, economic dynamics, and cultural interactions. These changes are particularly evident within the family unit, where traditional roles and expectations are increasingly challenged by modern values such as gender equality, economic independence, and personal autonomy. Young Vietnamese adults, in particular, are navigating these shifts, balancing respect for traditional family norms with a desire for greater individual freedom and self-expression. This transformation raises critical questions about how family values are evolving in contemporary Vietnamese society and what implications this evolution has for social cohesion and cultural identity.
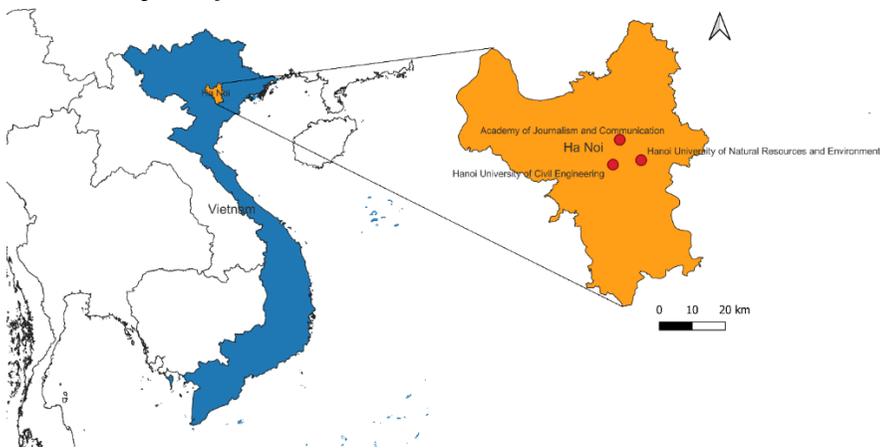
Research on the transformation of family values in Vietnam reveals both continuity and change. Traditional values such as filial piety, respect for elders, and communal living continue to be important, but they coexist with emerging attitudes that prioritize personal fulfillment, gender equality, and economic independence. Studies by Nguyen (2022a), Susilo (2020), and T. V. Nguyen et al. (2024) highlight the tension between preserving cultural identity and adapting to modern influences. These scholars emphasize that

while globalization and modernization present challenges to traditional values, they also offer opportunities for renewal and adaptation.

At the same time, the role of technology and social media in reshaping family interactions cannot be understated. As noted by Tympa et al. (2024) and Mackay et al. (2022), digital communication tools have transformed how family members connect and share their experiences. While these technologies facilitate greater connectivity and can enhance familial bonds, they also introduce new dynamics that can disrupt traditional patterns of interaction and create generational divides.

Given these complex dynamics, it is essential to examine how Vietnamese youth perceive and navigate the evolving landscape of family values. This study seeks to explore their attitudes towards traditional norms and modern values, the impact of technology on family interactions, and the educational implications for transmitting cultural and ethical values in an increasingly globalized and digital world. By focusing on these themes, the research aims to contribute to a deeper understanding of the factors shaping family values in Hanoi, Vietnam (Figure 1) and to provide insights that can inform policies and practices that support both cultural continuity and social progress.

Figure 1

Hanoi – Capital of Vietnam

Note. Created by the author.

In doing so, this study addresses several gaps in the existing literature, particularly the need for more nuanced analyses of how young Vietnamese negotiate the interplay between tradition and modernity. It also seeks to

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provide empirical data on the attitudes and behaviors of Vietnamese youth, which are crucial for understanding broader social trends and developing culturally relevant educational and policy interventions.

Overall, this research contributes to the ongoing dialogue about the evolution of family values in Vietnam, offering a comprehensive examination of the forces shaping these values and the strategies that families and individuals use to navigate a rapidly changing social landscape. By bridging traditional perspectives with contemporary realities, the study aims to provide a holistic understanding of the role of family values in sustaining Vietnam's cultural identity and fostering a cohesive society amidst global changes.

LITERATURE REVIEW

Traditional Family Values and Cultural Identity

The preservation of traditional family values remains a cornerstone in shaping Vietnam's cultural identity, especially in the context of globalization. Nguyen (2022a) asserts that global influences are reshaping family structures and values, advocating for policies that can balance positive impacts while mitigating risks. This sentiment is echoed by Susilo (2020), who emphasizes the family's role in instilling cultural and moral values in children, which is crucial for maintaining societal cohesion and identity. Both researchers agree that while globalization presents challenges, it also offers opportunities to reinforce traditional values by adapting them to new contexts.

However, T. V. Nguyen et al. (2024) and Nguyen et al. (2022) argue that the philosophical underpinnings of Vietnamese family values, particularly Buddhist principles like the Four Noble Truths, continue to shape contemporary views on family and social responsibilities. They suggest that these philosophical traditions provide a framework for understanding and preserving cultural identity amidst rapid change. Nguyen (2022b) extends this discussion by examining the influence of Chinese philosophy on Vietnamese thought, especially regarding human relations and moral education, suggesting that these deep-rooted philosophies offer resilience against the erosion of traditional values. The contrast in these perspectives highlights a key debate in the literature: whether external global influences necessarily dilute traditional values, or whether they can coexist and even strengthen under the right conditions.

Adding to this discourse, T. N. T. Nguyen and Q. T. Nguyen (2024) highlights the impact of urbanization on cultural values, emphasizing the necessity of balancing traditional practices with modern influences to sustain cultural identity amidst rapid changes. This is in line with Pham (2013), who

stresses the importance of cultural stability and sustainability, contending that preserving traditional values is crucial in a globalized world where local customs are increasingly threatened. Similarly, Ton and Nguyen (2014), and Mai and Mai (2003) provide insights into the challenges posed by urbanization and globalization, arguing for deliberate efforts to integrate traditional values with modern life. These scholars collectively suggest that the preservation of cultural identity is not about resisting change but about navigating it thoughtfully.

Modern Influences and Gender Equality

The integration of modern values such as gender equality, economic independence, and personal autonomy presents both opportunities and challenges for Vietnamese families. Putri et al. (2023) highlight the importance of ensuring equal opportunities for both genders, particularly in education, noting that societal stigmas still limit women's educational and professional prospects. They advocate for policies that promote gender justice, aligning with Pusztai et al. (2022), who explore the impact of education and economic independence on marriage behavior. They find that education can delay marriage but also promotes gender equality by enhancing women's economic independence, suggesting a complex relationship between modern values and traditional family structures.

Contrasting these findings, Tympa et al. (2024) argue for the importance of financial literacy and economic education from an early age, positing that these skills enhance children's social-emotional development and promote financial independence, which is vital for modern family dynamics. This emphasis on practical education reflects broader global trends towards empowering individuals through knowledge and skills, but also raises questions about the compatibility of these trends with traditional Vietnamese family values, which often emphasize collective well-being over individual success.

Changing Attitudes Towards Marriage and Family Structures

Attitudes towards marriage and family structures among Vietnamese youth are undergoing significant transformation, reflecting broader socio-economic changes. Pusztai et al. (2022) note that while marriage remains a critical social institution, the criteria for selecting a partner have shifted towards personal compatibility, love, and mutual respect, moving away from traditional considerations of family background and parental approval. This shift towards greater autonomy and personal choice is further corroborated by Minh and Huong (2023), who report a decline in parental influence over marriage decisions among modern youth.

Vu (2021a, 2021b) explores the dynamics of companionate marriage and gender roles among young couples, highlighting that women are more engaged in emotional labor and seek greater intimacy, while men often suppress their emotions, leading to potential conflicts that, although not necessarily threatening marital stability, can affect marital quality. Tran (2021) examines liberalizing trends in marriage and divorce, reflecting increased individualism and gender equality, while Vu et al. (2021) emphasize the sacrifices single mothers make for their children's education, driven by cultural values and aspirations for better social outcomes. H. M. Nguyen (2024) discusses the impact of socio-economic changes on family dynamics, noting challenges such as gender roles, childcare, and elderly care. Ngo-Thi et al. (2022) find that changing attitudes towards premarital relationships and marital expectations are shaping young adults' intentions to marry. These findings collectively suggest a shift from traditional norms towards more individualistic and flexible approaches to marriage and family in Vietnam, yet also highlight the tensions and conflicts that can arise as traditional and modern values collide.

The Role of Technology in Family Interactions

The integration of technology and social media into daily life has dramatically reshaped family interactions, altering how family members communicate and share experiences. Tympa et al. (2024) argue that technology facilitates communication and helps maintain connections among family members, which is particularly valuable in an increasingly mobile and dispersed society. However, they also note that technology can detract from direct, personal interactions, introducing a dual impact that is evident in the Vietnamese context, where youth increasingly rely on digital tools for communication while striving to uphold traditional family bonds.

Mackay et al. (2022) discuss "technoference," where technology use interrupts family interactions, negatively affecting parent-child relationships and potentially leading to feelings of neglect among children. In a similar vein, L. T. T. Nguyen et al. (2024) further examine the impact of Internet usage on parent-child communication in Vietnamese households, highlighting that while the Internet can foster more open and egalitarian communication, it also creates conflicts and misunderstandings due to generational and cultural differences. They advocate for a more structured approach to managing technology use within families to better navigate these challenges.

In addition, a study by High 5 Inc. (2023) supports this view, emphasizing the value of intentional family bonding time without technological distractions. Their findings suggest that tech-free environments

during meals and gatherings lead to improved communication and stronger relationships, underscoring the importance of balancing the benefits of technology with the need for meaningful personal interactions. Collectively, these studies underscore the complexities of managing technology's role in family life and suggest that finding a balance between digital connectivity and personal interaction is crucial for maintaining strong familial bonds in an increasingly digital world.

Educational Implications and Family-Based Value Education

The family's role in educating children remains fundamental, particularly in transmitting cultural and ethical values. Susilo (2020) emphasizes that value education within the family can significantly improve children's attitudes, behavior, and stress management, underscoring the need for educational programs that integrate family-based learning and support the transmission of traditional values while adapting to contemporary contexts. Phan et al. (2024) add to this discussion by highlighting the role of higher education institutions in shaping societal values and responsibilities, suggesting that these institutions can extend their influence to family education and community engagement.

Lastly, Nguyen and Nguyen (2024), Nguyen, Nguyen, et al. (2023), Nguyen, Pham, et al. (2023), and Pham et al. (2023) discuss the relevance of traditional philosophical doctrines, such as Confucianism and the thoughts of President Ho Chi Minh[1], in contemporary Vietnamese education and family values. They argue that integrating traditional values with modern educational practices is essential to address the challenges posed by globalization and rapid economic development. This integration, they suggest, can provide a balanced approach to education that respects cultural heritage while embracing progressive changes.

Despite the extensive research on the evolution of family values in Vietnam, several gaps remain. There is a need for more longitudinal research to track changes in family values over time and understand how these values evolve with societal changes and individual life stages. Comparative studies examining family values across different cultural and socio-economic

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[1] President Ho Chi Minh (1890–1969) was the leader of the Democratic Republic of Vietnam (North Vietnam) from 1945 to 1969. He also founded the Indochina Communist Party (1930) and the Viet-Minh (1941). He was one of the main forces behind the post-World War II anti-colonial struggle in Asia, leading the Vietnamese nationalist movement for almost thirty years, and he was also one of the most significant communist leaders of the twentieth century.

contexts within Vietnam could also provide a more nuanced understanding of the factors influencing family values.

Additionally, while the impact of technology and social media on family interactions has been acknowledged, further research is needed to identify strategies for leveraging technology to enhance family bonds and support educational initiatives. The role of policy in supporting diverse family structures and promoting gender equality also requires further investigation. Future research should focus on developing and assessing the impact of policies that promote work-life balance, flexible working hours, and parental leave, as well as community programs that encourage shared domestic responsibilities.

This literature review underscores the dynamic interplay between traditional and modern values within Vietnamese family structures. It reveals a complex and evolving landscape in which longstanding traditions—such as marriage, filial piety, and communal living—continue to hold significance, while contemporary influences like gender equality, economic independence, and personal autonomy increasingly shape family dynamics.

In response to the gaps identified in existing scholarship, this study aims to explore how Vietnamese youth perceive these traditional values in the context of rapid societal change. It also investigates prevailing attitudes toward modern ideals, including shifts in roles and responsibilities within the family. Furthermore, the research examines how technology and social media influence family interactions and communication patterns among young people. In addition, it seeks to understand youth perspectives on emerging family forms, such as cohabitation, single parenthood, and divorce. Lastly, the study considers the educational implications for families in transmitting cultural and ethical values amid globalization and technological advancement. By addressing these questions, the research contributes to a deeper understanding of how Vietnamese family values are evolving and how this transformation can be navigated to preserve cultural identity in a modern context.
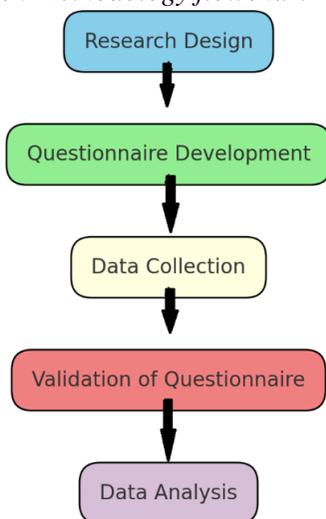
RESEARCH METHOD

This study employs a mixed-method approach combining quantitative and qualitative data collection techniques to explore the evolving family values among Vietnamese youth. The methodology is designed to capture a comprehensive understanding of the attitudes and perceptions of the young population (aged 18-30) towards traditional and modern family values in the context of socio-economic changes and globalization.

Research Design

      The research design follows a sequential explanatory strategy, starting with quantitative data collection through structured questionnaires, followed by qualitative data collection through semi-structured interviews (Figure 2). This approach ensures that quantitative findings are supplemented with qualitative insights, providing a deeper understanding of the underlying reasons behind the observed trends.

Figure 2

Research Methodology flowchart

Note. Created by the author.

Questionnaire Development

      The questionnaire was specifically developed for this study, drawing on existing literature and theoretical frameworks related to family values, gender roles, marriage, and intergenerational relationships in contemporary Vietnamese society. It was designed to cover the following themes:

- Attitudes towards marriage and criteria for selecting a life partner.
- Perceptions of filial piety and intergenerational responsibilities.
- Views on gender equality and economic roles within the family.
- Preferences for family living arrangements and caregiving roles.
- The impact of modern technology on family dynamics and interactions.

      The questionnaire consisted of 30 questions, including multiple-choice, Likert scale, and open-ended questions, allowing for both quantitative

and qualitative data collection. A full list of the questions is included in Appendix A.

Data Collection

Data was collected from October 2023 to April 2024, targeting Vietnamese youth aged 18-30 from three major educational institutions: the Academy of Journalism and Communication, Hanoi University of Natural Resources and Environment, and Hanoi University of Civil Engineering in Hanoi, Vietnam (Figure 1). A total of 397 participants completed a Google survey form, and 50 of these participants were chosen for in-depth interviews based on their survey responses.

Validation of the Questionnaire

To ensure the validity and reliability of the questionnaire, a pilot study was conducted with a small group of participants (n=30) prior to the full survey. Feedback from the pilot study was used to refine the questions for clarity and relevance. The final version of the questionnaire was reviewed by three experts in the field of sociology and cultural studies to ensure content validity.

Data Analysis

The quantitative data was analyzed using descriptive and inferential statistics to identify patterns and correlations between different variables, such as gender, educational attainment, and socio-economic status. The qualitative data from the in-depth interviews was analyzed using thematic analysis to identify recurring themes and insights. The results of the questionnaire were validated using Cronbach's alpha to measure internal consistency and reliability. The qualitative findings were triangulated with the quantitative data to ensure robustness and depth in the analysis.

Ethical Considerations

Ethical approval for this study was obtained from the institutional review board of each participating educational institution. Informed consent was obtained from all participants, and data confidentiality was strictly maintained throughout the research process.
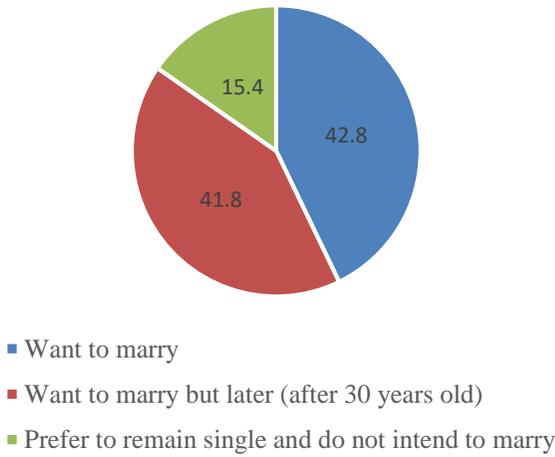
FINDINGS AND DISCUSSION

1. Values of Marriage and Love in Vietnam Today

Marriage and love remain significant values in contemporary Vietnamese society, including among the younger generation, though there is a growing trend towards marrying later in life. Survey data indicates that only 16.1% of respondents are in favor of marrying at the legal age in Vietnam (20

for men and 18 for women). Nevertheless, 84.6% of young people consider marriage necessary, with 41.8% preferring to marry later, after the age of 30. Additionally, only 15.4% of young respondents express a preference to remain single and not marry, underscoring that marriage is still an important goal for the majority of young Vietnamese (Figure 3).

Figure 3
Future Preferences for Marriage and Family

- Want to marry
- Want to marry but later (after 30 years old)
- Prefer to remain single and do not intend to marry

This inclination aligns with the traditional view that starting a family is a key milestone in adulthood. Furthermore, the survey results from Question 2 in Table 1 reveal that the proportion of women wanting to marry after the age of 30 (44.1%) and those not wishing to marry at all (17%) is higher than that of men (37.76% and 11.89%, respectively).
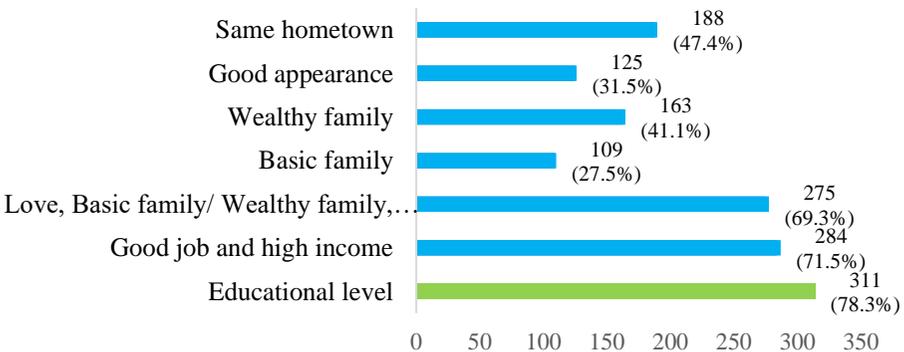
Despite the sustained importance of marriage, the criteria for choosing a life partner have evolved significantly. Young people today prioritize educational level (78.3%), good job, and high income (71.5%) as primary considerations (Figure 4). The criterion of being from the same hometown is the least chosen, at 27.5%. This shift from collective values, such as family compatibility, locality, and ethnicity, to individualistic considerations reflects a broader societal trend towards personal achievement and economic stability. This change is consistent with the findings of Nguyen et al. (2022), and T. N. T. Nguyen and Q. T. Nguyen (2024), who argue that modern Vietnamese youth increasingly prioritize personal growth and self-fulfillment over traditional familial expectations.

Table 1

Marriage Preferences Among Young Vietnamese by Gender

Dimensions	Question survey	Male		Female	
		Qt	%	Qt	%
Want to marry	2	72	50.35%	98	38.6%
Want to marry but later (after 30 years old)	2	54	37.76%	112	44.1%
Prefer to remain single and do not intend to marry	2	17	11.89%	44	17.3%
		143	100%	254	100%

Note. Qt = Quantity.

Furthermore, the increasing acceptance of non-traditional family structures, such as cohabitation without marriage and single motherhood, highlights a significant shift in societal values. Historically, these arrangements were rare, but they are becoming more prevalent today. The rise in divorce rates among young couples also reflects this changing landscape, with 76.3% of young people indicating a willingness to consider divorce if their marriage becomes unsuitable. Additionally, 48.6% of participants expressed a willingness to live alone or become single mothers, and 42.1% explicitly chose this option, according to responses to Question 4 of the survey.

Figure 4

Criteria for Choosing a Life Partner

The findings from Question 4's survey results provide a comprehensive overview of attitudes toward specific social situations. The survey included 397 valid responses, with no exclusions, ensuring a complete dataset for analysis. The reliability of the survey scale, which aimed to measure attitudes toward various social scenarios, was evaluated using Cronbach's Alpha. The Cronbach's alpha which resulted in a value of 0.776 (and 0.777 based on standardized items) across three items "Single Motherhood," "Living Alone," and "Divorce if Marriage is Unsuitable." This suggests a good level of internal consistency, indicating that the items reliably measure the same underlying construct. Table 2 provides the mean and standard deviation for each phenomenon based on survey responses.

Table 2:
Acceptance of New Family Phenomena among Vietnamese Youth

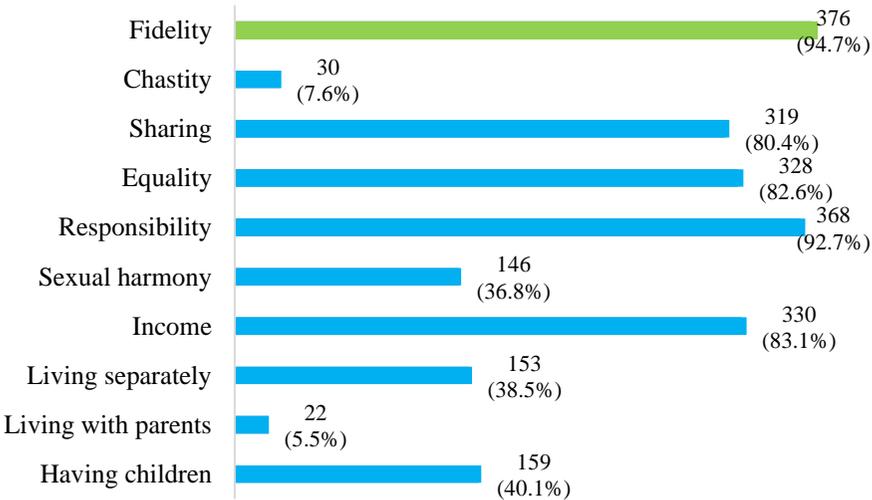| Phenomenon	Survey Question	M	SD	N
Single Motherhood	4	2.32	1.302	397
Living Alone	4	2.57	1.381	397
Divorce if Marriage is Unsuitable	4	3.57	1.340	397

Note. M = Mean Response, *SD* = Standard Deviation, *N* = Number of Responses.

The results indicate a moderate acceptance of divorce when a marriage is unsuitable (M = 3.57, SD = 1.340), while acceptance levels for living alone (M = 2.57, SD = 1.381) and single motherhood (M = 2.32, SD = 1.302) are lower. These statistics indicate a relatively higher acceptance for divorce when a marriage is unsuitable, compared to less acceptance for living alone and the least acceptance for single motherhood. The scale's reliability is generally good (Cronbach's alpha = 0.776), although the item on divorce seems to diverge slightly from the other items in how it aligns with the overall construct being assessed. These insights provide a nuanced understanding of social attitudes within the surveyed population.

These findings suggest a considerable shift in perceptions of marriage, with sustainability no longer regarded as an inviolable objective. Instead, divorce is increasingly viewed as a legitimate response to marital dissatisfaction, prioritizing individual autonomy and personal happiness over traditional concepts of marital stability. This evolving perspective is consistent with the arguments put forward by Vu (2021a, 2021b) and Tran (2021), who emphasize a trend toward more individualistic and flexible approaches to marriage and family in Vietnam.

The prioritization of values within romantic relationships has also evolved. Young Vietnamese continue to value fidelity (94.7%) and responsibility (92.7%) highly, alongside other attributes such as equality, sharing, and financial stability—all of which are prioritized by over 80% of participants (Figure 5). This strong emphasis on equality and financial stability reflects a practical and egalitarian approach to relationships, where mutual respect and shared responsibilities are central. Notably, chastity, once a highly valued virtue in traditional Vietnamese culture, is now the least prioritized value among the younger generation. This represents a significant departure from rigid traditional norms, moving towards a more flexible and contemporary understanding of love and relationships. This shift is consistent with the findings of L. T. T. Nguyen et al. (2024), who suggest that modern Vietnamese youth are increasingly favoring values that align with personal autonomy and egalitarian principles.

Figure 5

Love Values Prioritized by the Young Generation

The shift in values concerning marriage and love among the younger generation in Vietnam reflects broader social changes. The increased importance of education and economic independence in marital decisions aligns with the research by Pusztai et al. (2022), who note that while religiosity still influences marriage decisions, education both strengthens and delays marriage plans by fostering greater economic independence and personal development. The changing views on marriage and divorce reflect a

shift towards personal fulfillment and away from traditional constraints, paralleling global trends towards gender equality and the recognition of women's rights to education and economic independence, as discussed by Soetan and Nguyen (2023).

These evolving values in marriage and love reflect a significant transformation within Vietnamese society, where traditional norms are being re-evaluated and adapted to contemporary realities. The emphasis placed by the younger generation on education, economic stability, and equality indicates a shift towards a more modern and individualistic approach to relationships, while still maintaining the fundamental importance of marriage and family. This balance between tradition and modernity is essential for understanding the current social dynamics in Vietnam and their implications for future generations. The study of these evolving values offers crucial insights into how Vietnamese society navigates the interplay between preserving cultural identity and embracing modern influences.

2. Changing Perspectives on Family Values and Filial Piety in Vietnamese Society

Vietnamese family values have traditionally been characterized by a strong sense of filial piety and the importance of children within marriage. However, recent studies indicate a shift in these values among the younger generation. This analysis explores these changing perspectives, drawing from various research studies and contextualizing them within broader socio-cultural and economic trends.

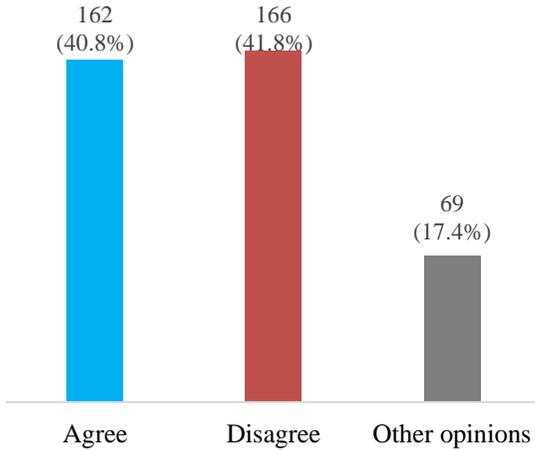### The Necessity of Children in Marriage

Traditionally, children were considered essential for a happy and lasting marriage in Vietnamese society. The belief was that children, particularly sons, were crucial for continuing the family line and providing support in old age. However, recent survey data suggest a shift in these perceptions among young Vietnamese. While 40.8% of participants still agree that children are necessary for a successful marriage, a nearly equal proportion, 41.8%, disagree (Figure 6).

This divergence reflects a more modern perspective that challenges the traditional notion that children are the central bond in a marriage. This shift in attitude contrasts sharply with past beliefs, particularly in rural areas, where the absence of children often led to polygamous practices, such as a man marrying another woman to ensure offspring. Today, the younger generation's more relaxed view on this matter mirrors broader changes in societal norms and values, where marriage is increasingly seen as a

partnership based on mutual compatibility rather than a means to fulfill familial obligations.

Figure 6
Necessity of Marriage as the Bond for a Happy Family

Changing Attitudes Toward Sons and Daughters

Historically, Vietnamese families have shown a strong preference for sons, primarily because sons were expected to financially support parents in their old age and carry forward the family name to future generations. This preference originated from Confucian teachings, an ancient Chinese philosophy widely adopted in Vietnam, which stresses male lineage and the duties of sons to continue family traditions and take care of their aging parents. Even today, virtually every person in Vietnam is familiar with this cultural expectation, recognizing its influence on family and social interactions. Under these beliefs, sons are seen as essential for preserving family honor and ensuring the family's continuity.

Survey responses to Questions 9 indicate a significant shift in how young Vietnamese view the necessity of having children and the traditional preference for sons. When asked whether children are essential for a happy and sustainable marriage, only 13.1% (n = 52) of participants agreed, while 44.33% (n = 176) disagreed, and 42.57% (n = 169) chose "Other". This suggests that the younger generation increasingly views marriage as a partnership based on compatibility, rather than one defined by parenthood.

Furthermore, the survey results reflect a pronounced shift in young Vietnamese attitudes toward childbearing and the traditional preference for sons. In response to Question 10a, only 2.77% of respondents (n = 11)

believed it was necessary to have a son, while 71.53% (n = 284) agreed that "any child is a child," regardless of gender, and 26% (n = 102) selected "Other". This data underscores a generational departure from Confucian-influenced norms, which historically emphasized the importance of sons for continuing the family line and supporting aging parents. Instead, today's youth are embracing a more egalitarian perspective, valuing children for their emotional and familial significance, not their gender.

Additionally, when asked about their ideal family size (Question 10b), Vietnamese youth expressed a wide range of preferences, reflecting evolving attitudes toward parenthood. 37.28% of respondents (n = 148) preferred to have two children, followed by 27.7% (n = 110) who preferred one child, and 9.32% (n = 37) who wished to have more than two children. Notably, a significant portion—25.7% (n = 102)—indicated that they did not plan to have children.

Figure 7
Young People's Preferences on Number of Children When Starting a Family
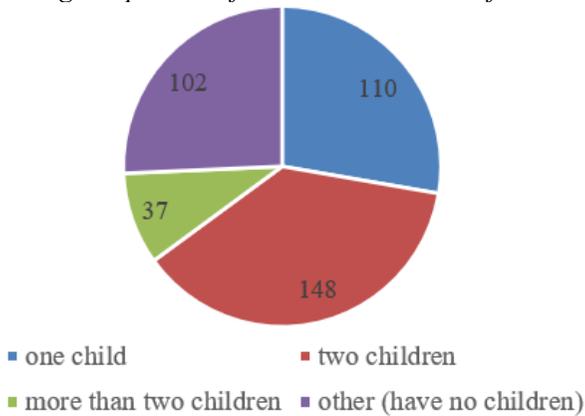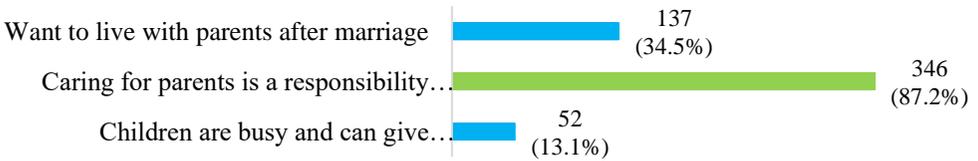

Figure 7 illustrates these varied preferences, which underscore a broader transformation in family values among Vietnamese youth. The responses reflect a growing emphasis on individual autonomy, emotional well-being, and personal fulfillment over adherence to traditional expectations about family size. This shift points to a cultural move toward smaller, more intentional family structures, where choices about having children are guided by lifestyle, economic considerations, and personal aspirations rather than societal norms.

Filial Piety in Contemporary Context

Filial piety, a cornerstone of Vietnamese ethics, has traditionally required children to demonstrate devotion and respect towards their parents, encapsulated in the saying, "father's kindness, child's filial piety." Children were expected to make their parents proud, provide care, and support them in their old age. However, modern family structures and lifestyles have influenced the expression of these values. The traditional multi-generational household, where grandparents, parents, and children coexisted under one roof, is becoming less common. Instead, there is a growing trend towards nuclear families and independent living arrangements. Recent data show that only 34.5% of young people express a desire to live with their parents after marriage, preferring instead to live independently (Figure 8). This preference for separate living arrangements underscores a shift towards valuing personal freedom and space, which can dilute traditional family bonds. Despite this shift, the sense of emotional responsibility remains strong among the younger generation, with 87.2% believing it is their duty to care for their parents. This dichotomy reflects a nuanced understanding of filial piety, where financial and emotional support are maintained, but personal space and autonomy are also prioritized.

Figure 8

Caring for Parents and Living with Parents After Marriage

Want to live with parents after marriage	137 (34.5%)
Caring for parents is a responsibility…	346 (87.2%)
Children are busy and can give…	52 (13.1%)

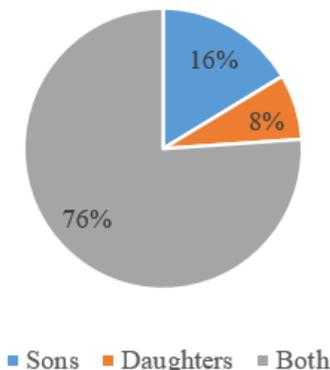**Gender Equality in Caring for Elderly Parents**

Traditionally, the responsibility of caring for elderly parents in Vietnamese families has been assigned to the eldest or youngest son, a practice rooted in the long-standing cultural preference for male heirs. However, recent survey findings (Question 8) reveal a significant shift toward gender equality in caregiving roles.

As illustrated in Figure 9, 76% of participants believe that both sons and daughters should equally share the responsibility of caring for aging parents. In comparison, only 16% still believe this duty should fall solely on the son, and just 8% think it should be the daughter alone. This data demonstrates a growing societal recognition of equal family obligations across genders. This change reflects a broader movement towards gender equality and challenges the traditional patriarchal norms that have dominated

Vietnamese society for centuries. The shift towards shared caregiving responsibilities indicates an increasing recognition of the importance of gender equity within family roles and obligations.

Figure 9
Perceptions of Responsibility for Caring for Elderly Parents Among Vietnamese Youth

The findings from this section reveal that Vietnamese family values—especially concerning children, gender roles, and filial piety—are being reinterpreted in response to ongoing socio-cultural and economic transformations. Traditional beliefs, such as the necessity of children in marriage and a strong preference for sons rooted in Confucian ideology, are giving way to more egalitarian and individualized perspectives. The data indicate that while a majority still value children in marriage, very few insist on having sons specifically, reflecting growing gender equality and a weakening of patriarchal expectations.

Similarly, while filial piety remains a core ethical principle, its expression has become more flexible. The traditional model of multi-generational households is increasingly replaced by nuclear living arrangements, with many young people preferring independent homes after marriage. Nonetheless, a sense of emotional and financial responsibility toward aging parents persists, suggesting that the core of filial duty is being retained, albeit in a modernized form. The majority of participants also support equal caregiving roles for sons and daughters, underscoring a broader shift toward shared family responsibilities.

These evolving perspectives are deeply shaped by urbanization, the expansion of education—particularly for women—and the country's integration into the global economy. As extended families transition into smaller, more autonomous units, values such as autonomy, equality, and

mutual support gain prominence. Understanding these shifts is essential for developing culturally relevant policies that support both the evolving aspirations of Vietnamese youth and the preservation of enduring cultural values within a rapidly modernizing society.

3. The Evolving Role of Family in Psychological, Emotional, and Moral Support

The family has traditionally been viewed as a cornerstone of psychological, emotional, and moral support, serving as a haven where members can share their joys and sorrows. This role, however, is undergoing significant changes in the face of modern technological advancements and shifting societal norms. Analyzing recent studies, we can see a nuanced picture of how families are adapting to these changes and what implications they hold for the future.

Importance of Family for Psychological Well-Being

Despite the rapid advancement of technology and evolving dynamics in modern life, the family remains a vital source of psychological support. The survey data indicate that 61.7% of family members continue to value face-to-face interactions, particularly during dinner, as an opportunity to talk and share experiences (Figure 10).

This finding highlights the enduring importance of direct, personal communication in fostering a sense of belonging and emotional security within the family unit. This is consistent with Susilo (2020), who emphasizes the family's role in cultivating values and emotional well-being in children. However, there appears to be a gap in the family's capacity to fully meet the emotional support needs of its members. The data reveal that only 47% of individuals primarily turn to family members for emotional support. In contrast, 31% rely on friends, and 22% choose to endure their problems alone. This suggests that while the family continues to play a significant role in providing emotional support, it is increasingly being supplemented or even replaced by other social relationships. This shift could be indicative of a changing perception of the family's role in emotional care, where external friendships and self-reliance are becoming more prominent.
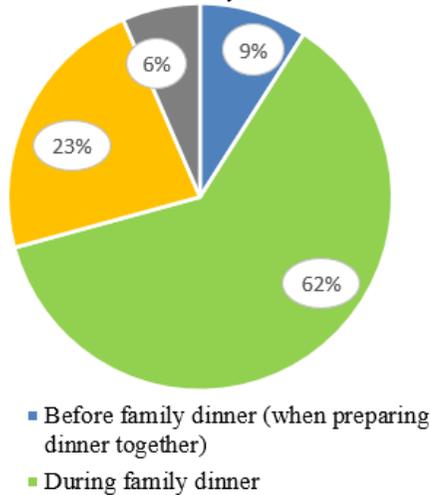
Impact of Modern Technology on Family Dynamics

Modern technology and social media have significantly reshaped how Vietnamese families interact and maintain emotional connections. While these tools have made it easier to stay connected across physical distances, they have also introduced new dynamics that may weaken traditional face-to-face communication. According to responses to Question 13 of the survey,

61% of young people reported calling their parents daily when living away from home. This frequent communication suggests that digital tools play a valuable role in providing timely psychological and emotional support, reinforcing family bonds despite physical separation.

Figure 10
Times When Family Members Talk and Share with Each Other

- Before family dinner (when preparing dinner together)
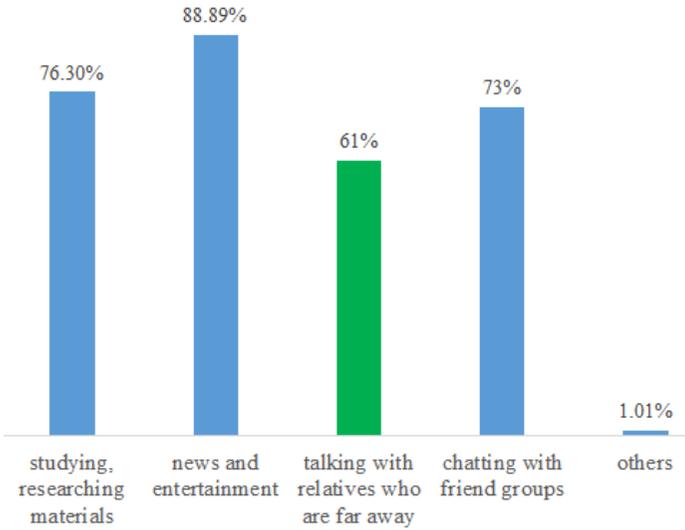- During family dinner

However, the use of technology within households paints a more complex picture. As shown in Figure 11, while majority engage with social media for news and entertainment (88.89%), followed by chatting with friend groups (73%) and studying or researching materials (76.30%), only 61% report using these platforms to communicate with family members (Question 6). The data, drawn from survey Question 6, reflects the prominence of entertainment and peer communication over family interactions in digital engagement. This gap highlights a growing trend in which technology is more often used for external social interaction than for nurturing family relationships at home.

This imbalance suggests that although technology can strengthen emotional ties across distances, it may also inadvertently reduce the frequency and quality of in-person communication within families. When digital interaction replaces meaningful face-to-face conversations, especially among family members living under the same roof, it can contribute to emotional disconnection. These findings point to the dual role of technology—as both a bridge and a barrier—in shaping modern family dynamics in Vietnam.

Figure 11
Purposes of Social Media Use Among Vietnamese Youth

The above analysis highlights how the Vietnamese family's role in providing psychological, emotional, and moral support is both enduring and adapting in response to contemporary social and technological developments. While face-to-face communication during family meals remains a vital source of emotional connection for many, the increasing reliance on digital communication has reshaped how family members connect—particularly among youth. Survey responses to Questions 6, 13, and 18 demonstrate that although 61% of young people call their parents daily when living apart, only 61% use social media to communicate with family, compared to 73% for chatting with friends and 88.89% for entertainment. Moreover, only 47% of respondents turn to family for emotional support, while 31% confide in friends and 22% choose to cope alone. These trends reflect a diversification of emotional support systems and a gradual shift away from the family as the sole provider of moral guidance. Despite this, the family still plays a meaningful, if evolving, role in shaping values and supporting emotional well-being. The dual influence of modern technology—as a tool for connection but also a potential barrier to deep interaction—underscores the importance of maintaining intentional, personal engagement within families. As Vietnam continues to modernize, a balanced approach that leverages the benefits of connectivity while preserving traditional modes of interaction will

be essential to strengthening emotional bonds and sustaining the family's moral foundation.

4. The Role of Family in Education and Participation in Family Activities

The family, traditionally seen as the first and most sustainable educational environment, plays a crucial role in the formation and development of an individual's personality. This role has become even more significant in the modern context of globalization, where information is abundant, diverse, and complex. Analyzing recent studies, we see that the family's influence on education and participation in family activities remains vital, though it faces new challenges and opportunities.

Educational Role of the Family

The role of the family in education extends beyond the mere transmission of knowledge and skills; it encompasses the formation of attitudes, beliefs, and behaviors that are foundational to societal development. As highlighted in the literature review, scholars such as Nguyen et al. (2022) and Susilo (2020) emphasize that the family remains a crucial environment for instilling cultural and moral values. This argument is supported by recent survey data, which show that 68% of young Vietnamese frequently receive education about family traditions, while 32% do so occasionally. These traditions, which include preparing offerings for holidays, caring for relatives, and engaging in culturally significant practices, reflect a continued commitment to preserving cultural heritage within families despite rapid societal changes.
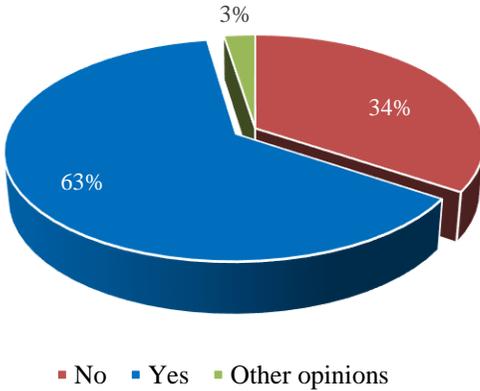
However, this traditional educational role is not without its challenges. In the context of globalization, families are tasked with the dual responsibility of maintaining traditional values while also incorporating advanced global human values. This dual role is crucial for fostering a generation that is both rooted in its cultural heritage and prepared for the complexities of a globalized world. The literature review points to a tension between these objectives, with some scholars advocating for a balance that prioritizes cultural continuity without rejecting modern influences (Nguyen, 2022a; T. V. Nguyen et al., 2024). This balance is necessary for ensuring that family education remains relevant and effective in the modern era.

Skill Learning and Extracurricular Activities

Modern Vietnamese families are increasingly recognizing the importance of a well-rounded education that includes not just academic learning but also the development of other skills, such as music and sports. Survey data reveal that 63% of young people have opportunities to learn these skills through their families, underscoring a broad recognition of the value of

extracurricular activities (Figure 12). However, 34% of respondents indicate a lack of access to such opportunities, suggesting disparities that may affect the comprehensive development of young people.

Figure 12

Access to Extracurricular Learning Opportunities Among Vietnamese Youth

This focus on skill development aligns with global educational trends that emphasize holistic learning and the cultivation of diverse talents. As discussed in the literature review, there is a growing emphasis on preparing individuals to be adaptable and capable in a rapidly changing world (Phan et al., 2024; Soetan & Nguyen, 2023). Families play a pivotal role in this process by providing opportunities for skill development that complement formal education. However, the gap between the desires of young people and the realities of their educational experience points to a need for more equitable access to these opportunities, which remains a challenge in the current social context.

Furthermore, the desire of 91% of young people to participate in family activities such as traveling and dining together highlights a critical aspect of family life that extends beyond formal education (Figure 13). This strong preference suggests that, while young people value the educational and developmental benefits of extracurricular activities, they also seek emotional and social engagement with their families. The literature suggests that such activities are essential for reinforcing family bonds and fostering a supportive environment conducive to learning and personal growth (Nguyen et al., 2022; Susilo, 2020).

The above findings underscore the continuing importance of the family as a foundational environment for education and value transmission in Vietnamese society, while also revealing the complex challenges posed by modern life. Although 68% of young people report regularly receiving education about family traditions and 63% have opportunities to learn extracurricular skills like music or sports, time constraints and the growing influence of digital technologies increasingly affect the depth and quality of family engagement. As highlighted by Susilo (2020) and Nguyen (2022b), while grandparents and parents remain vital sources of experience and guidance, work pressures and reliance on technology often limit meaningful face-to-face interactions. Evidence from the literature (Mackay et al., 2022; L. T. T. Nguyen et al., 2024) supports the view that digital tools, while useful, can undermine cohesion when they substitute rather than supplement real-life communication. These dynamics call for a balanced approach that leverages the benefits of modern technology while safeguarding the relational quality of family life. Furthermore, the strong desire among 91% of youth to participate in family activities like shared meals and travel signals a continued appreciation for emotional and social connection within the family. Addressing these modern challenges requires supportive policies and educational initiatives that equip families to nurture both traditional values and modern competencies. As Vietnam continues to modernize, the family's adaptive capacity will be essential for ensuring children grow into well-rounded individuals rooted in cultural heritage yet capable of navigating global complexities.

5. Economic Values and Husband-Wife Relationships in Modern Vietnamese Families

Economic values within the family have always played a crucial role in building and developing the family unit. In modern Vietnamese society, the family remains an economic unit, a business entity, and a consumer entity within the economy and society. However, the perspectives on economic values and husband-wife relationships have significantly evolved, reflecting broader socio-economic changes and shifts in gender roles.
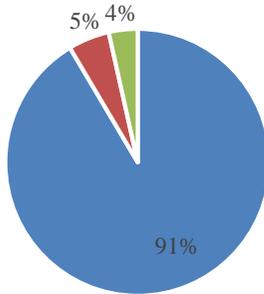
Changing Economic Dynamics in Families

Economic roles within Vietnamese families are undergoing a profound shift, moving away from traditional models rooted in kinship-based cooperation. Historically, when Vietnam began transitioning to a market economy, family businesses operated primarily through kinship ties. Over time, however, economic activities and collaborations have extended to broader networks, including transnational and international relationships.

This trend is consistent with Nguyen (2022a), who emphasized the growing impact of international integration on labor development and economic structures in Vietnam.

Figure 13
Preferences of Young People for Participating in Family Activities

- Yes, because it is very joyful and happy
- Do not want to go, prefer to hang out with friends
- Other opinions

A key indicator of changing family economics is the evolving perception of the breadwinner role. Survey responses to Question 23 clearly reflect this transformation: 80% of participants believe that both husband and wife should share economic responsibilities, while only 18% still see the husband as the sole economic provider (Figure 14).
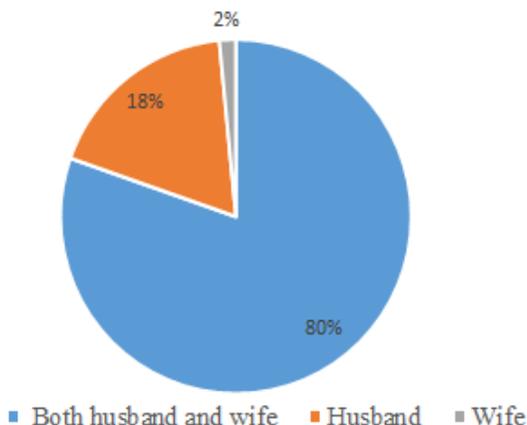
This shift is graphically represented in the previous figure, providing strong empirical support for the move toward gender equality in family finances. The decline of the sole male breadwinner model not only reflects a more progressive outlook but also eases the psychological burden traditionally placed on men to be the exclusive earners in the household.

Gender Roles and Economic Participation

The increased participation of women in the labor market has contributed to this shift. According to the 2019 Central Population and Housing Census, female labor accounted for 47.3%, while male labor accounted for 52.7% of the total employed labor force. This near parity in labor force participation underscores the need for a more equitable distribution of economic responsibilities within the family.

Figure 14
Perceptions of Economic Responsibilities Between Husbands and Wives

However, this shift also brings challenges. Women often face the dual burden of contributing economically while managing primary responsibilities for housekeeping and childcare. This dual burden is exacerbated by limited social services supporting families and persistent gender biases in the workplace. As highlighted by Soetan and Nguyen (2023), despite global efforts to eradicate gender disparity, systemic limitations continue to curtail women's progress.

Perspectives on Shared Responsibilities

The modern Vietnamese perspective on shared family responsibilities now goes beyond financial contributions to include housework and caregiving. Traditionally, Vietnamese culture emphasized that domestic duties were primarily the responsibility of women, a view supported by Susilo (2020), who noted that value cultivation within families often reinforced gendered divisions of labor. However, this traditional outlook is being actively challenged by younger generations. According to data from this study's structured questionnaire, specifically Question 22, 94% of respondents believe that both husband and wife should share household chores, while only 4% assigned this role solely to the husband, 1% to the wife, and 1% to other arrangements. These findings of this study—drawn from the survey of 397 Vietnamese youth aged 18–30 conducted between October 2023 and April 2024—clearly indicate a significant cultural shift toward gender equality in domestic responsibilities.

The evolving views on domestic roles are further demonstrated in the growing recognition of the economic value of unpaid household labor. According to the findings from this study's structured questionnaire—

specifically Question 25—75% of respondents (n = 299) agreed that housework contributes economically, comparable to income-generating work. In contrast, 23% (n = 90) disagreed, and 2% (n = 8) selected "Other." This acknowledgment represents a clear departure from traditional patriarchal norms in which the husband, as the primary income earner, held exclusive decision-making authority. Supporting this shift, data from Question 21 reveal that 89% of participants disagreed with the idea that the husband should make all family decisions solely because he earns the household income. These results provide solid empirical evidence of changing attitudes toward equality in economic and domestic roles within modern Vietnamese families.

Psychological and Cultural Shifts

The shift towards shared responsibilities and gender equality in family roles is also influenced by improved material living standards and the development of science and technology. These changes have enriched the spiritual lives of families and facilitated more democratic and egalitarian relationships between family members. The influence of Western family lifestyles and ideas has also contributed to this shift, promoting equality and mutual respect within families.

Previously, family relationships were hierarchical, with children expected to obey their parents unconditionally and wives to submit to their husbands' authority. Today, family dynamics are more democratic, with open communication and shared decision-making becoming the norm. This evolution aligns with the findings of Phan et al. (2024), who highlight the importance of social responsibility and the role of educational institutions in fostering inclusive and equitable values.
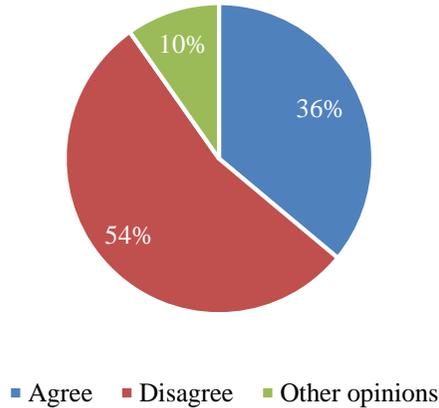
Addressing Challenges and Moving Forward

Despite these positive changes, challenges remain. The expectation for women to excel in both state affairs and household duties persists, creating immense pressure. Even today, more than 54% of the young people surveyed disagree with this view, while 36% agree (Figure 15). The 2019 statistics show that women spend significantly more time on unpaid caregiving work than men, with women spending nearly 39 hours a week on work plus 18.9 hours on housework, compared to men (General Statistics Office of Vietnam, 2020a). This disparity underscores the need for continued efforts to change perceptions and gender stereotypes. Policies and services that support women in balancing work and family responsibilities are crucial. These should include measures to reduce the double burden on women, promote gender equality, and ensure that both men and women can contribute equally to family and societal development. As Nguyen (2022b) and Nguyen, Nguyen,

et al. (2023) suggest, fostering respect, happiness, and self-expression while contributing positively to society should be the goal.

Figure 15
Women Excelling in Both State Affairs and Household Duties

The evolving economic values and husband-wife relationships in modern Vietnamese families reflect broader socio-economic changes and shifts towards gender equality. While significant progress has been made in sharing economic and domestic responsibilities, challenges persist in addressing the dual burden on women and changing deep-seated gender stereotypes. Continued efforts are needed to support these shifts through policies and societal changes, promoting a balanced and equitable approach to family responsibilities and economic contributions.

6. Recommendations for Strengthening Family Values in Contemporary Vietnam

Building on the study's findings, which highlight the dynamic interplay between traditional values and modern influences, this section outlines key recommendations for nurturing resilient, inclusive, and forward-looking family values in Vietnam. The data reveals that while traditional values such as filial piety, respect for elders, and marital commitment remain important to Vietnamese youth, they are being reinterpreted through lenses of gender equality, personal autonomy, and shared responsibility. The challenge—and opportunity—lies in maintaining cultural continuity while adapting to evolving societal norms.

In this context, the preservation and promotion of family values must be approached as a process of thoughtful integration rather than rigid adherence to the past. As Professor Vu (2000) emphasized, tradition forms the foundation of social development, allowing each generation to build upon the achievements of its predecessors rather than beginning anew. This dialectical process of preserving, modifying, and renewing values is essential to ensure that family remains a vital institution in both cultural transmission and social development.

These recommendations aim to provide actionable strategies for educators, policymakers, and families themselves to reinforce family cohesion, promote gender equity, and balance tradition with modernity in Vietnam's rapidly transforming social landscape.

Balancing Tradition and Modernity

Fostering resilient and meaningful family values in contemporary Vietnam requires a thoughtful balance between preserving cherished traditions and integrating progressive ideals. Core traditional values—such as respecting elders, caring for parents and grandparents, cultivating personal ethics, maintaining affectionate relationships, and nurturing a harmonious family life—continue to hold significant meaning for the younger generation. This is strongly supported by data from Question 29 of the survey, where 94% of respondents either *strongly agreed* (44%) or *agreed* (50%) that these traditional values should be inherited and promoted. Only 4% disagreed, and none strongly disagreed, while 2% selected "Other."

These results affirm that while Vietnamese youth are open to modernizing family norms, they remain deeply committed to the cultural values that form the foundation of familial and social cohesion. The challenge ahead lies not in replacing tradition, but in updating and reinterpreting it to reflect the evolving realities of modern life.

At the same time, outdated practices and rigid customs must be reconsidered to align with contemporary aspirations. Practices rooted in parochialism, localism, gender inequality, and arranged marriages are increasingly viewed as incompatible with modern values. Notably, the survey results from Question 28 reveal that 94.22% of participants (n = 374) explicitly disagreed with the traditional notion expressed in the Vietnamese saying: "*Cha mẹ đặt đâu con ngồi đó*" ("Wherever parents arrange, children must sit there"), which implies unconditional obedience to parental decisions regarding major life choices such as marriage. Only 3.27% (n = 13) agreed with this view, and another 2.51% (n = 10) selected "Other." These findings strongly support the conclusion that Vietnamese youth favor greater autonomy and individual choice in shaping their personal and family lives,

marking a decisive cultural shift from obedience to mutual respect and negotiation within families.

Embracing New Values

The findings from this study clearly demonstrate that Vietnamese youth are actively shaping a new set of family values grounded in emotional responsibility, gender equality, and personal autonomy—while still rejecting behaviors they associate with moral or social breakdown. Survey results reveal strong opposition to certain non-traditional behaviors such as unjustified divorce, cohabitation without a commitment to marriage, and allowing materialism to undermine emotional bonds in the family. Participants also expressed strong disapproval of neglecting care for grandparents, elderly parents, or sick family members—reaffirming that intergenerational responsibility remains a core value even in a modern context. These positions, gathered from both closed and open-ended responses across the questionnaire and interviews, reflect a youth-driven effort to reinterpret traditional values rather than discard them.

Crucially, the younger generation also expects their evolving views to be acknowledged and respected by older generations. Data from Question 30 of the survey show that 97% of respondents expressed agreement—50% strongly agreed and 47% agreed—that their modern perspectives on family, including *equality, autonomy,* and *mutual respect*, deserve recognition and societal support. In contrast, only 2% disagreed, and none strongly disagreed, while 1% selected "Other." These figures underscore a powerful generational message: today's youth are not rejecting family values, but rather reinterpreting them in ways that align with current social realities. Their responses reflect a strong desire for intergenerational dialogue and mutual respect in shaping the future of family life in Vietnam.

Moreover, the demand for gender equality emerged as a central theme throughout the survey. For instance, while broader national data (General Statistics Office of Vietnam, 2020b) point to lingering gender bias— including a significant proportion of women accepting domestic violence under certain conditions—your study found that the vast majority of youth reject such views. Across multiple questions (Questions 21–25), participants consistently supported shared decision-making, equal economic and caregiving responsibilities, and recognition of unpaid domestic work. These findings signal a progressive departure from patriarchal norms and suggest that modern Vietnamese families are evolving into more inclusive, egalitarian units shaped by the values of a highly aware younger generation.

Promoting Equality and Respect

The findings from this study reveal a clear shift in how respect and equality are perceived within the modern Vietnamese family. No longer seen as privileges afforded primarily to men, respect is now viewed as a fundamental right of every family member, regardless of gender or age. This is evidenced by participant responses across multiple survey items—particularly Questions 21, 22, and 25—which highlight a widespread belief in shared decision-making, equal responsibilities, and mutual recognition of each person's views and contributions within the household.

For instance, 94% of respondents believe that both husband and wife should share domestic chores (Question 22), and 80% support shared economic responsibility between spouses (Question 23). Furthermore, 75% agree that unpaid housework contributes economically to the household (Question 25), challenging the outdated notion that financial earners alone deserve authority or respect. These results point to an emerging family model in which individual voices are heard, legitimate needs are acknowledged, and respect is earned through participation rather than dictated by traditional hierarchies.

This strong emphasis on equality and inclusion, as expressed by today's youth, reflects a deeper societal transition toward democratic family relationships—ones based on fairness, communication, and shared responsibility. These values not only redefine internal family dynamics but also serve as a foundation for broader social development rooted in justice and mutual respect.

Fostering Prosperity

Prosperity is another critical value for modern Vietnamese families and the younger generation. Prosperity is prioritized because it enables families to provide for their children's education and enjoy both material and spiritual values. Many Vietnamese families today strive to rise out of poverty and achieve wealth, recognizing that a prosperous family can better ensure security and resilience against risks. The improvement in Vietnam's quality of life ranking from 101st out of 171 countries in 2021 to 62nd out of 165 countries in 2022 (CEOWORLD Business and Trade Magazine's Quality of Life Index) reflects this focus on prosperity and its positive impact on family life.

Phan et al. (2024) emphasize the role of universities in fostering social responsibility and improving teacher satisfaction through a positive reputation and image. This underscores the importance of educational institutions in promoting values that contribute to family and societal prosperity.

Integrating Traditional and Modern Values

The integration of progressive values embraced by today's Vietnamese youth—such as gender equality, shared caregiving, personal autonomy, and mutual respect—with enduring traditional values like filial piety, respect for elders, and family cohesion is shaping a dynamic and evolving family structure. This blended approach reflects the needs and aspirations of contemporary Vietnamese society. As the foundational unit of culture and community, the family plays a central role in cultivating values that promote the emotional, moral, and social development of individuals, and by extension, the sustainable progress of the nation.

Survey results from this study consistently highlight this generational shift. For instance, while 94% of respondents support the inheritance of traditional values (Question 29), an equally strong majority believes that the perspectives of the younger generation must be respected and integrated into family life (97%, Question 30). This coexistence of respect for heritage and openness to change provides a fertile ground for building resilient, inclusive families.

The challenge, however, lies in maintaining a balance—preserving the depth and wisdom of Vietnam's cultural traditions while remaining open to modern, progressive ideals that empower all family members. Philosophical perspectives, such as the Four Noble Truths in Buddhism referenced by Nguyen et al. (2022), offer useful guidance in navigating this complexity by encouraging compassion, ethical behavior, and emotional awareness—qualities that are essential in bridging generational values.

In essence, building strong family values in Vietnam today requires thoughtful negotiation between the past and the present. This balanced integration ensures that the benefits of modernization are equitably shared across society while cultural continuity is preserved. When traditional virtues are aligned with the values of equality, inclusion, and emotional well-being, Vietnamese families can form a powerful foundation for individual growth and national development. The family remains not only the heart of social life but also the compass guiding Vietnam's future.

CONCLUSION

The findings of this study reveal that while traditional family values continue to be significant for Vietnamese youth, socio-economic changes and globalization are fostering a distinct shift towards modern perspectives. Although a majority of young Vietnamese still consider marriage an important life goal, the criteria for choosing a life partner have evolved to prioritize modern factors such as education, economic stability, and personal

compatibility. This shift indicates a growing focus on individual achievement and economic security over traditional familial expectations.

Moreover, there is an increasing openness among Vietnamese youth towards alternative family structures, including cohabitation, single parenthood, and divorce, reflecting a trend towards personal autonomy and fulfillment. While filial piety remains a core value, its expression is changing, with many young people preferring independent living after marriage, emphasizing personal space and autonomy. Additionally, the rising acceptance of gender equality in caregiving roles challenges the traditional son-preference system. Despite the impact of technology on family dynamics, families continue to play a vital role in providing emotional and psychological support, though there is a reduced reliance on direct interaction due to the prevalence of digital communication.

The evolving economic roles within families, recognizing both husbands and wives as economic providers, further reflect growing gender equality. However, women often still face the dual burden of contributing economically while managing household duties, highlighting the need for a more equitable distribution of domestic responsibilities. Families also remain crucial in imparting traditional values and modern skills, emphasizing the importance of cultural education and opportunities for skill development. Integrating traditional values with modern perspectives is essential to fostering a cohesive and progressive society, with educational institutions and policy interventions playing significant roles in supporting this integration and promoting gender equality.

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