

CONCEPTS OF THE FAMILY WELL-BEING VALUES IN VIETNAMESE CHANGING SOCIAL CONTEXT

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Abstract

Background: Family happiness is an extremely important value that reflects the relationship between family members. In the context of a rapidly changing society, Vietnamese people are increasingly prioritizing positive aspects of relationships over material values.

Methodology: This article uses survey data from 1510 households in 4 provinces of Vietnam in 2023, based on a 5-point Likert scale on family happiness of Hong Kong, 2021, constructed with 28 items on family values. Data collection method as personal interviewing by interviewers and analysis was using SPSS 22.0 software, employing statistical techniques such as crosstabs and regression models.

Results: Material values are the most preferred choice for a segment of the population; health is also highly valued. The concept of a well-being family, however, emphasizes spiritual values such as harmonious treatment and mutual understanding. Children are well-behaved and obedient; family members are close-knit, loving, and caring for each other; filial piety and faithfulness ... The choices regarding criteria for a happy family also differed by gender and the younger age group under 30 valued moneys more than the older age group over 60. Meanwhile, the value of harmony and compromise was higher in the older age group than in the younger age group under 30.

Conclusion: Many traditional values were still chosen by the younger age group, demonstrating a strong connection in terms of family culture in the context of a rapidly changing Vietnamese society.

Key Word: Well-being, values, family, Vietnam, Changing Social context

