



PURPLE VIETNAM - QUALITATIVE RESEARCH METHODOLOGY

FINAL REPORT

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I. Main finding

1. Respondent's codification

Our respondents are codified into 3 different groups: one group is teenagers who directly learn sex education and benefit from the knowledge, one group is parents who involve directly in their Child's learning progress and pay for their children's, and one is an expert who has experiences in sex education for teenagers. By these three different categories of respondents, we will be able to get diversified ideas about the product and how we can reach them with different approaches in the later stage of the communication.

Category	Interviewee Profile No.	Code	Gender	Age	Profession
Teenagers	Profile 1	TN1	Male	16	student
	Profile 2	TN2	Male	17	student
	Profile 3	TN3	Femal	16	student
	Profile 4	TN4	Femal	16	student
	Profile 5	TN5	Femal	17	student
	Profile 6	TN6	Femal	18	student
	Profile 7	TN7	Femal	16	student
	Profile 8	TN8	Femal	16	student
	Profile 9	TN9	Femal	18	student
	Profile 10	TN10	Femal	19	student
	Profile 11	TN11	Femal	17	student
	Profile 21	TN12	Female	15	student
Parents	Profile 12	PH1	Female		businessman
	Profile 13	PH2	Female		officer
	Profile 14	PH3	Female		officer
	Profile 15	PH4	Female		teacher
	Profile 16	PH5	Female		teacher
	Profile 17	PH6	Female		worker
	Profile 18	PH7	Female		entrepreneur



Expert	Profile 19	CG1	Female		psychology PhD
	Profile 20	CG2	Female		Doctor
	Profile 22	CG3	Female		Sex educator

2. Theme 1: What are their perceptions of sex education in Vietnam?

What are perceptions of sex education in Vietnam?							
Teenagers							
	TN1	TN2	TN3	TN4	TN5	TN6	TN7
Personal feeling about sex education	- Not popular - Curious - Sensitive	- Sensitive - Unclear	Sensitive	- Not popular	- Normal	- Subjective - Indifferent to the problem	- No depth in education - Only preliminary education
Importance of parents in sex education	- Better than school - Important	Important in the earlier stage of children	Very important	Very important	Important in the earlier stage of children	Important in the earlier stage of children	Important
Motivation to learn sex education	- Mature - Self-understanding	I have no idea	- Self-understanding and self-protecting - Minimizing social evils	Self-understanding and self-protecting	Self-understanding and self-protecting	Right awareness	Self-understanding and self-protecting
Example learning channel	School	Google	Facebook	Youtube	School	Internet	School
Thinking about what if SE become popular.	Good for everyone	Necessary	Positive and negative depends on	Necessary	Necessary	Necessary	Necessary



			learning tools				
	TN8	TN9	TN10	TN11	TN12		
Personal feeling about sex education	Normal	Normal	Normal	Normal	Normal		
Importance of parents in sex education	Very important	Very important	Very important	Very important	Important		
Motivation to learn sex education	- Self-understanding and self-protecting - Minimizing social evils	- Self-understanding and self-protecting	- Self-understanding and self-protecting - Minimizing social evils	- Self-understanding and self-protecting - Minimizing social evils	To have more knowledge		
Example learning channel	School Website	School Website	School Website	School Website	- School - Social media		
Thinking about what would happen if SE became popular.	Necessary	Necessary	Necessary	Necessary	Appropriate		

	Parents						
	PH1	PH2	PH3	PH4	PH5	PH6	PH7
Personal feeling about sex education	Necessary	Normal	Normal	Normal	I really care about it	I really care about it	I really care about it
Importance of parents in sex education	Very important	Very important	Very important	Very important	Very important	Very important	Very important
Motivation to learn sex education	Self-protecting	Avoiding sexual harassment	Avoid mental issues	Self-protecting	Take care my child's self	Take care my child's self	Take care my child's self
Example learning channel	School	School	School	My experiences	School, internet	School, internet	School
Thinking about what if SE become popular.	Great	Great	Great	Great	Great	Great	Great



	Expert						
	CG1	CG2	CG3				
Personal feeling about sex education	Important but still lack of popular	- Wide range topics - Need to carefully research - Need to implement more	Important but lack of implementation				
Importance of parents in sex education	Very important	Very important	Very important				
Motivation to learn sex education	To understand about yourself	To understand about yourself	To understand more about yourself and know how to prevent sexual harassment				
Example learning channel	Comprehensive sources of information	Comprehensive sources of information	Comprehensive sources of information				
Thinking about what if SE become popular.	Great	Both positive and negative	Good				

In theme 1, there is a commonality in perception of sex education in Vietnam. All teenagers, parents and experts groups agree that sex education is very important with teenagers. Meanwhile, teenagers and experts suppose that sex education in Vietnam has not yet been popular. Although the implementation of this topic at school, there are still many lacking practical and interesting learning methods. They



also think that parents take an important role in sex education for teenagers, especially in the earlier stage of growth.

According to our findings, teenagers usually find sexual knowledge at school, on the internet and social media. Parents suppose that they trust sex education at school more than other sources, despite one mother choosing to teach her Childs based on personal experiences. However, experts suggest teenagers should learn in variable sources to have compressive knowledge of sex education.

The findings also show that teenagers need to learn sex education to protect themselves and take care of their self-better. Moreover, some teenagers are aware of the importance of sex education on a social level. However, there is a different opinion from an expert which implied that it would have both positive and negative impact if sex education became popular with teenagers.

3. Theme 2: What are their learning and purchase behavior

	What are their purchase behaviour?						
	Teenagers						
	TN1	TN2	TN3	TN4	TN5	TN6	TN7
Thinking about using app to learn sex education	Great	It'll be great if it has entertainment al function	Positive outweigh negative effects	- Boring	- Convenience - Less Shy		Less shy
The main factor to make them learn sex education through app	Credible information	Refferences from friends	- Time-savin g - Accessible	- Find information easily	- Exact information	- Less theoretical	- Eye-catching graphics - Games - Community - Can be used in school



The main factor to make them stop learning sex education through app	Not necessary information	Too much ads		- Boring	- Unhealthy information	- Indifferent with school - Old information	- Too theoretical - Abuse of understatement
App function recommendation	- Necessary information - Practice function	- Attractive colors - Smooth - Optional display	- Cute interface - Grouping objects and classifying content	- Eye-catching graphics - Engaging content - Smart notifications - Good knowledge - Less ads	- Pink interface - Distinguish between psychology and physiology	- Full information - Minigames - Simple interface, eye-catching	Community
	TN8	TN9	TN10	TN11	TN12		
Thinking about using app to learn sex education	Great	Not interested	Great	Very good for me	Very good for me		
The main factor to make them learn sex education through apps	- Close - Interesting - Health care	- Knowledge - Advertised by famous people (T Linh)	Great Active	- Practical application in my life - More interesting content than school	- Providing enough information - Cute display - Private		
The main factor to make them stop learning sex education through app		When I don't need to learn any more	- Missing images - Not as full of information as online - Lack of practicality	Not useful for me anymore	Not useful for me anymore		
App function recommendation	- Game - Monitor physiological health - Metaverse - Cute,	- Connect with a doctor/psychologist	- Game - Simple beautiful interface - Knowledge divided by	- Gamification - Cute display	- Cute display - Reliable content		



	outstanding, prestigious interface		age - Practical knowledge				
	Parents						
	PH1	PH2	PH3	PH4	PH5	PH6	PH7
Thinking about using app to learn sex education	Great	Great	Normal	Great	Great	Great	Great
The main factor to make them learn sex education through app	- High teaching quality - Self-learning	Much	Flexible time	Flexible time	- Flexible time - Convenient	- Flexible time - Convenient - Knowledge is simple, easy to understand, focus - Private	Flexible time Convenient
The main factor to make them stop learning sex education through app			Do not update new knowledge	- Too ridiculous - Sensitive and ludicrous content	Too many sensitive words	- Rambling, unrealistic knowledge	- Old knowledge - No entertainment - Not interesting
App function recommendation			- Urgent chat - Talk to a psychologist - Troubleshooting		Scientific illustrations		- Eye-catching interface - Fun, funny, trendy, age-appropriate knowledge
	Expert						
	CG1	CG2	CG3				
Thinking about using app to learn sex education	Encourage	Necessary	It's good and practical				
The main factor to make them learn sex	- Convenient, useful	Multi-dimensional information,	Be able to connect parents and				



education through app	<ul style="list-style-type: none"> - User-friendly - Affordable cost 	scientific standards, accuracy, clarity	children				
The main factor to make them stop learning sex education through app	<ul style="list-style-type: none"> - Difficult to manipulate - Confusing information - Not the right need 	Too focused on one side of the problem (good or bad) that forgets the other side	The information is not reliable				
App function recommendation	<ul style="list-style-type: none"> - Fast, concise, quick - Color - Few words - Quizz - Animated videos - Games 	Personalising education	Gamification that enable for parents and children play together				

From the research, almost all interviewees have a positive attitude toward learning sex education on app, especially experts. Teenagers have implied some benefits of in-app learning, including convenience and less shyness than learning at school. Further, all three groups have proposed key drivers to make them choose the app, such as: reliable information, practical and interesting contents and flexible time of learning. In contrast, if the app provides theoretical, sensitive contents and impractical knowledge, they will stop using the app.



Interviewees also mentioned about app features they expect to have in our app. The most concentrated factors are displays which need to be eye-catching and intelligibility. Besides, some others' ideas for the app were supposed to include gamification, chatting with experts and appropriate information for teenagers.

4. Theme 3: What can be supported for communication?

What can be support for communication?							
Teenagers							
	TN1	TN2	TN3	TN4	TN5	TN6	TN7
Interested topic in sex education	Gender inequality	Sexual health	Sexual health	Sexual health	Love	- LGBTQ+ - Sexual health	- LGBTQ+ - Health - Love - Self-protecting
Key message	The important of sex education	Be more open		Should learn and learn to have the right mindset	Feel free to learn	Learn early	Women should learn to love themselves, men should cherish their friends
Means of communication	- Social media - Offline events	Referral	- Word of mouth - Advertisement	Facebook	Youtube	Internet	Advertisement
Promotional action	- Brand - Referral	Referral		Advertisement			Advertisement
	TN8	TN9	TN10	TN11	TN12		
Interested topic in sex education	Sexual health	Gender identity	- LGBTQ+ - Reproductive Health - Sexual	Topics that I can apply in real life	Sexual harassment		



			health				
Key message		should know what your own worth is and clearly define your gender.	Do not have early sex, if so, take precautions	Let's learn to protect yourself	-Women will learn to love themselves and men will respect their friends -This wouldn't be embarrassing to talk to parents about		
Means of communication	Tiktok Facebook	Instagram	Websites, Youtube	Facebook Instagram	Facebook		
Promotional action		Referral	Idol Media	Advertis ment	On-demand advertising		
	Parents						
	PH1	PH2	PH3	PH4	PH5	PH6	PH7
Interested topic in sex education	- Reproductive Health - Sexual health		All	Sexual health	Sexual health	All	Sexual health
Key message	Let's learn to protect yourself	Parents should always listen and monitor their children	Orienting children to be a mother's vocation	Love and be close to you	Parents, please consider the fact that sex, gender in adolescence or adolescence, children is always a very normal thing.	Children should be taught about sex education according to their age so that they have the right awareness of gender and knowledge to take care of and protect	



						themselves.	
Means of communication	Television	Television	Facebook	Facebook	Facebook Zalo Television		
Promotional action	Referral				Quảng cáo		
	Expert						
	CG1	CG2	CG3				
Interested topic in sex education	Comprehensive	Comprehensive	Comprehensive but appropriate for teenagers				
Key message	You have to understand the nature of the problem. Learn to respect yourself and others about gender diversity, about the rights of each gender and each person in society related to gender issues. Learn to love and share with others.	Let's accept sex education as a natural learning	Parents let's learn to protect your children				

From the third table, the most interesting topic in sex education for teenagers and parents is sexual health. Some other topics also were mentioned include gender inequality, love, LGBTQ+ and self-protection. However, some parents say that teenagers need to access sexual topics in a comprehensive way.



Regarding communication, there are two main types of messages that teenagers and parents want to hear. Firstly, everyone needs to be more open about sex education, especially parents. Secondly, teenagers need to learn about sex education to protect themselves in a better way. Thus, we are able to confirm again the importance of sex education in the perception of parents, teenagers and experts.

To deploy better communication with the audience in the future, interviewees have implied for us many channels. For teenagers, we can approach them effectively through social media platforms such as Facebook, Instagram, and offline events. For parents, it is important to approach them through Facebook, Zalo and Television, which are their daily information channels.

II. Discussion/Recommendation

1. Definition of sex education and in app-sex education learning (Theme 1, Theme 2)

Concluding from all research information, sex education in Vietnam still has many defects despite its importance. All of the interviewees find sex education is necessary for teenagers to protect and take care of their self-better. In the Vietnam context, teenagers feel very too shy and sensitive to mention about sexual knowledge, even with their parents. Vietnamese schools have implemented sex education program to universal knowledge for teenagers from high school level. Sex education programs at school are too theoretical and lack practice according to the opinions of teenagers and experts. But this channel is a reliable source for parents to let their children learn about this.



There are no differences between teenagers, parents, and experts for sex education. However, this knowledge is still unpopular and sensitive in the Vietnamese mindset. There are barriers between teenagers and parents to mention sex education knowledge despite parents' effort in teaching their children. Hence, children usually find sexual information on the internet which is unreliable to satisfy their curiosity. Consequently, teenagers' approach to sex educational knowledge in an inappropriate way.

With an app providing sexual knowledge, all groups give positive feedback about this method. An app can provide the convenience in learning because teenagers now can look for knowledge in a touch. However, the information needs to be reliable to gain more trust from parents. For teenagers, it is necessary to create interesting learning methods which are different from school material. If the app is too boring and impractical, parents and teenagers might reject or stop using this product.

Hence, we need to have a comprehensive source of sexual information to fill shortages of school programs and parents' communication with Childs. This solution needs to be interesting in teaching methods, comprehensive in topics and age appropriate for teenagers to attract them to learn more about sex education. The solution is also required to provide reliable information and involve school as well as expert recommendation to gain parents' trust.

2. Product communication

With a diverse range of sexual topics, it is necessary for us to concentrate on topics that teenagers and parents care about. Although experts recommended a comprehensive field of topics, teenagers and parents are mostly concerned about sexual health. On the other hand, teenagers also implied some topics such as



gender inequality, relationship, LGBTQ+ and self-protection. Further, interviewees also suggest some practical communication channels to approach them better.

a) Communication on social media platforms: Facebook, Instagram, Zalo, etc.

Firstly, respondents usually interact with social media every day. Hence, this type of channel is very effective to approach them.

For parents, Facebook and Zalo are two intimate platforms, especially Zalo. For teenagers, they usually use Facebook and Instagram to connect with friends and look for information. They also engage with Youtube for entertainment purposes. Further, we can communicate with teenagers better through influencers on social media. Surprisingly, Tiktok was just mentioned by one interviewees despite the popularity of this platform. From the research result, we can focus on two platforms, including:

- **Facebook:** The most choice is Facebook which is a multimedia platform provide abilities of connecting with friends, looking for information and entertaining.
- **Instagram:** The platform attracts numerous Gen-Z users which provide friendly display and image for their inspiration.

Through Facebook and Instagram platforms, we can approach audiences and change their perception about sex education. Further, advertising can be deployed to promote Purple Vietnam's app. Influencers marketing can be considered as reference sources for teenager to attract their attention

b) Offline event and referral marketing



Despite the wide range of approaches of social media platforms to audiences, there is still a lack of reliable information with teenagers and parents. Offline events and referral marketing can be good choices to fill this gap.

- **Offline event:** A physical channel to communicate with audiences which enable them to interact directly with brands through activities. Therefore, we can gain trust from audiences and influence their perceptions at the same time.
- **Referral marketing:** Parents and teenagers are also affected by the recommendation and behaviors of their relationship. Hence, we can utilize this type of marketing to affect consumer choices in a reliable way.

To go beyond, we need to communicate with parents and teenagers in both virtual and physical actions. Virtual communication provides a wide range approach to the target audience group, while physical communication enables us to gain trust from a smaller audience group and change their perceptions effectively.

III. Appendix

1. Appendix 1: Full interview guide

Read more at: [Appendix 1](#)

2. Appendix 2: Full interview transcripts and records

Read more at: [Appendix 2](#)

