

## I. INTERVIEWEES

STT	Name	Sex	Age	Jobs	Age of their children	Note
1	Nhung	Female	20-30	2	1	
2	Trúc	Female	40-50	1	2	
3	Nhung	Female	30-40	2	1	
4	Thy	Female	40-50	2	2	
5	Điệp	Female	40-50	3	2	
6	Long	Male	30-40	3	1	
7	Thu	Female	40-50	3	2	
8	Trúc	Female	40-50	3	2	
9	Lynh	Female	30-40	2	1	Single mom
10	Thụy	Female	30-40	1	1	
11	Linh	Female	20-30	2	1	
12	Nghi	Female	20-30	2	1	
13	Anh	Female	20-30	2	1	
14	Lan	Female	40-50	1	2	
15	Anh	Female	20-30	2	1	
16	Tâm	Female	20-30	2	1	
17	Vinh	Male	20-30	2	1	
18	Thảo	Female	20-30	2	1	
19	Mai	Female	20-30	2	1	

20	Quỳnh	Female	20-30	2	1	
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Jobs:

1: Housewife

2: Officer/Worker/Business

3: Academic/Intellectual

Age of their children:

1: Under puberty

2: In puberty

Age	Female	Male	Job 1	Job 2	Job 3	AOTC1	AOTC2
20-30	9	1		10		10	
30-40	3	1	1	2	1	4	
40-50	6		2	1	3		6

## II. COMMON KEY WORDS ANSWER

→ **Awareness about the social issue**

What comes to your mind when I say, the gap between parents and children?

- Usually happen
- Definitely exist

What do you think are the most threatening factors that lead to the gap between parents and children?

- Generation gap
- Lack of communication
- Lack of closeness and care
- Not understanding each other

Which words come to your mind when we talk about “gap between parents and their children”?

- Conflicts
- Bad effects

- Missing connection
- Problems for children

→ **Awareness about actions towards the social issue**

Have you ever heard of any projects or programs that solve this problem?

- Yes
- Not many

How was your experience with those products/services?

- Interesting
- Supportive
- Useful/Helpful

→ **Purchasing behaviour**

What would stop you from adopting methods/ products/ services to bridge the gap between you and your children?

- Incredibility
- Not flexible
- Unreasonable price
- Unhelpful topics

How does an experience around parenting service could increase the chance you buy it?

- Consulting with experts
- Allow trial experience
- Good communication/public communication

Which factors will encourage you to purchase a parenting service?

- Reasonable price
- Suitable topics
- Professional speakers
- Practical content
- Having family experimented activities

According to you, what can trigger you from choosing a parenting service instead of handling itself?

- Objective perspective
- Have good/professional advice
- Need to develop parenting knowledge

→ **Ideas about parenting services**

According to you, what would be the main characteristics of a parenting service?

- Professional speakers
- Flexible time and locations
- Relating topics
- Practical knowledge
- Delivering quality information
- Directly coaching

How do you feel when you're using a parenting service with experts?

- Credibility
- Scientific knowledge
- The view of support specialist

What could be your suggestions about ideas to create a parenting service to reach valuable outcomes as much as possible?

- Online
- 1:1 advising
- 24/24 service: answer parent's questions
- QnA with experts
- Listening to other families stories

How do you feel about having a "board game" that can foster a relationship with your kid?

- Potent

→ **Message**

What kind of message will attract you to reach for parenting services?

- Children development
- Protection
- Innovative parenting

What kind of message will attract you to think about the current parent-child relationship?

- Taking care for children
- Hugging children
- How children are thinking

→ **Type of support**

Which promotional support would attract you the most to buy a parenting service? (price, in-door promotion, packaging, display, experiential marketing, etc.)

- Price: about 1-3 millions VND/ course
- Promotion/Discounts for team registration/ next course
- Designing: bright and warm colour, simple colour and drawing/image
- Experiential: 1 demo/trial before official course

Could you discuss some media/marketing campaigns which attracted your attention towards a happy family/ improving relationship between parents and children.

- Campaign via internet
- Think more about their relationship with their children
- Influence on their choice of products

Through which distribution channel physical (advertisements in the cities) or virtual (social networks, tv) the company would have the chance to have a bigger impact on your purchasing attention towards a parenting service?

- TV and social media
- Impacting on their buying behaviour
- Willing to watch advertisements if it is their interesting field

How much time do you spend on each media per day? And from which channels?

- Facebook>Zalo, Instagram, Tiktok
- 1-3 hours

### III. GENERAL CONCLUSION

The insight of 3 types of parents:

#### 1. Housewife

- These parents are mostly at home and are always with their children, so physical distance is not an issue for them.
- They think they understand me most: I am always beside them and always listening to them ( under puberty); they have been with and experienced with the child ( in puberty).
- Their opinion: the gap between them and their children is small/ non-existent.

**=> Wrong judgement about time with children = no distance -> tendency to force children to listen to parents' opinions appears.**

#### 2. Officer/Worker

- These parents go to work and only have evenings at home, and have to do more jobs.
  - They think they can only arrange to play with the difficult child.
  - They always desire to spend more time with their children because they fear their children will feel that their parents do not care.
    - > They realise that the gap has happened or can happen, but only stop thinking about it and still do not have much confidence in outside support.
- => They have to learn parenting time management.**

### **3. Academic/Intellectual**

- This parent understands that distance exists in various forms due to being exposed to many families.
  - They have pedagogical strengths: communicating with their children, but no one has given them an objective view of their case.
    - > They give the definition of distance as due to lack of communication.
    - > The question arises: is communicating with their children like communicating with their students enough?
      - > They prefer to close the communication gap, they are confident about it.
- <>They consider themselves right, do not need to change. **=> The project needs to add in knowledge, not break their thinking**
- <>They let everything go in the right direction. -> *Ask them questions: "How many times do your children confide in a year", "Do children come to them when it's difficult?" , "What do you think when your children say that they are fine?"*
- => Catching the blind spot: do they really understand their children?**

### **4. Special situation**

#### **\*Single mom**

They think that they are not strong enough to go alone, including financially, and emotionally... They just self-study and no one understands their situation.

They are afraid of the psychological problems of their children's deprivation.

**=> Go into love: help them explain what it's like to be a father, and show them that mother and daughter/son will still be fine.**