

Facebook Marketing of Nursing homes: A case study of a Pinetown Nursing Home

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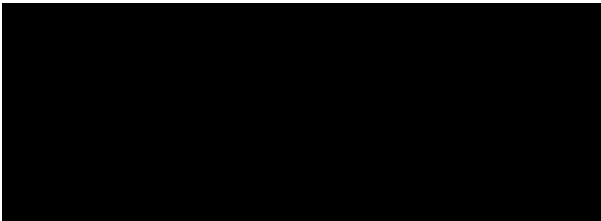
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Declaration

I, Tatum Nimmo, hereby declare that the Research Report submitted for the BA in Strategic Brand Communication Degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Educational Institution for degree purposes.



Signature

15 November 2021

Date

Abstract

The interest in marketing to the Generation X as an entirely different facet of a market has become more relevant to brands this decade (Designblendz, 2019).

This study investigates Facebook, an affordable and effective means of marketing used to reach a specific audience whilst creating long-term relationships and potential brand loyalty. The study has the potential to assist existing brands such as TAFTA to better reach and interact with their target audience via Facebook Social Media Marketing.

The research executed uncovered this hybrid generation, that has lived through a variety of marketing methods is skeptical of social media marketing and interacting with businesses they are not familiar with and therefore, it is essential for businesses to share their most real, human self-online, in order to effectively reach this audience.

The methodology of this study made use of a qualitative research approach, whereby exploratory data was collected through digital surveys and semi-structured interviews with individuals responsible for the financial, security and wellbeing of the elderly family members. The data collected revealed deeper human truths, due to the human centric nature of the study, assisting the researcher to make use of and evaluate the likelihood of Social Media Marketing via Facebook being a beneficial marketing method for Nursing Homes in their attempts to attain new residents.

The insights uncovered included real life examples, behaviour and emotions, as well as their opinion of existing Nursing Home advertisement methods. The idea of connectivity, security, affordability and comfort were the key insights identified, these will assist brands creating relevant content when making use of Social Media Marketing, these insights will also remain relevant throughout the study.

Key words: Facebook Marketing, Brand Communication, Generational theory, Consumer Buying Behaviours, South African, Generation X, Nursing Homes.

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Chapter one: Introduction and Overview of Research

1.1. Introduction

The digitally fluent generation has been the main target audiences for businesses that intend on reaching segments such as Millennials and their successors, however, businesses often dismiss Generation X as eligible for social media marketing methods. This often-overlooked generation, “outspends all other generations when it comes to housing, clothing, eating out and entertainment” (Lewis, 2021). The characteristics this generation exhibits are their financial stability, care for security, their experience and existence through significant times and events, the use of internet to research and their preference of personal authentic marketing approach’s.

This study explores that potential success Facebook Marketing offers to businesses that have a target audience of Generation X individuals, said individuals are those who were born between 1965 and 1980 (Lewis, 2021). These individuals are confident in the digital realm, however, their desire to interact in the physical realm hinders their trust and support of digital brands, therefore, it is important brands portray their most humanistic self when communicating with Generation X to ensure the foundations for loyal brand supporter are established.

1.2. Rationale

The relevance of social media marketing has been studied for the past two decades to an extent by various researchers (Moschis, 2003). However, the intricate manner in which a family selects an elderly care service has little to no research. Therefore, a better understanding of South African household dynamics, cultural norms and services needed is mandatory to better understand the Generation X consumer and the market as a whole (Amato, 2019). This research can assist Nursing Homes reach their audience effectively via a reliable social media platform such as Facebook.

Facebook Marketing in particular has been selected due to its cost-effective nature and large-scale reach, thus assisting businesses reach a wide and specific audience within a price range (Lewis, 2021). Facebooks ability to reach people with common factors such as interests, locations and mutual aspects can assist the brand in reaching a wider range of people through current follows and consumers, thus using Facebook to communicate with current and potential consumers a business can monitor reach and traction of adverts without spending copious

amounts of capital, furthermore, as previously mentioned the Generation X consumer has the largest presence on Facebook than any other Generation and rely on the platform for communication, information and research. (Marrs, 2020)

1.3. Problem statement

The way in which businesses reach consumers and target audiences has changed, people interact with businesses virtually via various platforms. The shift to marketing via social media and other digital platforms has focused on the millennial consumers and has neglected other Generations, such as Generation X. Ninety five percent of Generation X use and are active on Facebook, thus, the targeting of millennials for sales on social media is excluding an entire generation, furthermore products and services that are generally traditionally marketed due to their target audience, can begin the shift to digital and multi- platform marketing with their audiences. There is a possibility that marketing a nursing home via any social media platform could miss the target audience, however, research and proper analysis of platforms and audiences could assist in a more positive outcome and brand goals fulfilled (Lewis, 2021).

The relevance of social media marketing has been studied for the past two decades to an extent by various researchers (Moschis, 2003). However, there are limited studies around marketing Nursing Homes that determine who the brand is aiming to reach, the content relevant to the audience and the selection process when choosing a nursing home, this personal process is often conducted by the children of the person moving into the nursing home, this child belongs to Generation X and therefore, the buying behaviours, media consumption, motivations and lifestyles of this individual needs to be further analysed and researched in order to better understand where to position Nursing Homes in the market.

1.4. Purpose statement

This study aims to uncover the feasibility of businesses connecting with the Generation X consumer via Facebook Marketing to assist businesses such as TAFTA generate support and private nursing homes to acquire new residents without spending copious amounts of resources in order to do so. The research also aims to explore the best way in which to communicate with the Generation X consumer whom intends to provide a safe, comfortable and reliable residence for their elderly family members. Lastly, the study will focus of the success of Facebook Marketing within the South African market.

1.5. Research question

Is Facebook Marketing an effective means of reaching and interacting with the South African Generation X consumer?

1.6. Research objectives

Research objective 1:

To gain a deeper understanding of the relationship between Generation X and social media marketing platforms, such as Facebook.

Research objective 2:

To contribute to existing knowledge of the responsibilities, needs, wants and important aspects to the South African Generation X individual.

1.7. Chapter outline

Chapter one: Introduction and overview of research

This chapter uncovers the background and nuisance of the research topic, whereby the research rationale is discussed, with the purpose of the study and research questions and objectives relevant to the study are highlighted.

Chapter two: Literature review

The following chapter highlights theories and concepts that have been explored to further inform the researcher of the various topics relevant to the study as well as a review of secondary research conducted by previous researchers and authors contributing the formation of the theoretical framework linked to the study.

Chapter three: Research design and methodology

The chapter unpacks the research process involved in the study, by exploring the qualitative methods relevant to the study as well as the population and sample parameters involved in collecting the data and analyzing the research collected.

Chapter four: Research findings and interpretations

The chapter interprets the data collected from voluntary respondents involved in digital surveys and semi-structured interviews, along with secondary research findings in an attempt to answer the research question.

Chapter five: Conclusion and recommendations

This chapter provides concluding remarks and recommendations gathered from the study as well as the imitations and ethical considerations regarding the study.

Chapter two: Literature review

2.1. Introduction

The literature review will explore existing research, this secondary research is crucial to better understand the theories and concepts relevant to the study as well as conducting this research. The existing information covers topics relevant to the research question, objectives and problem of this research, Generation X will be unpacked throughout, as well as South African family structures, traditions and cultures that are relevant to this generation and finally their relationship with social media, Facebook in particular. In order to better understand the generation and their willingness to interact with Facebook Marketing, thus, their ability to become a reachable audience.

2.2. Theoretical foundation

The three theories that will be used to better understand the South African Generation X consumer and their willingness to engage in Facebook Marketing as a method to generate income for Nursing Homes, by acquiring residents using a relatively affordable and effective marketing method. The theories discussed will be accompanied by supporting arguments and existing research to further explain the particular theories relevance to the study, as none of the theories are directly linked to the advertising of Nursing Homes however, each theory is relevant to an element of the research question.

2.2.1 Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs, this theory was first mentioned in a 1943 paper, "A theory of Human Motivation," the theory conveys human's motivation to fulfill basic needs initially before moving onto more advanced needs and potentially wants (Cherry, 2021). The theory suggests humans encompass five levels of needs starting at the most basic and ending with more complex needs, the order from most important to least within the hierarchy is physiological, safety, love/ belonging, esteem and self-actualization (McLeod, 2020). This theory is critical to this study as it will assist the research identify where said services and products are positioned in the consumers mind against basic needs (Hopper, 2020). As well as the potential for marketing successfully to the specific

target audience via Facebook, providing a basic need such as housing, basic living assistance and essential elderly products (Hopper, 2020). As appose to falling into an excess or want.

2.2.2 Family systems theory

Family systems theory, the approach to understand interactions between people in a family and within the family context (Watson, 2012). The theory illustrates that a person does not function according to their own psychological processes but rather by their placement in the system (family) these include emotions, roles, expectations, boundaries and hierarchy. This theory is critical to understanding research gathered on families and Generation Xers role in the family, therefore, their behaviour, decision and choices. Thus, understanding the system of a family, will help to better understand their dynamics, who the decision maker is and how they will react to a brand such as a the one of topic, Pinetown Nursing home.

2.2.3 The Facebook theory

The Facebook theory, established from the Ramsey Theory (1930) the theory is based on mutuality and the friends and stranger's theorem, this elaborates on the ability to reach strangers through friends with the use of Facebook, friends you have on Facebook may have friends that you do not have therefore, your friend sharing something on Facebook will reach their friend you do not know and so on. This is why Facebook is known for its wide reach and exposure (Lamb, 2016).

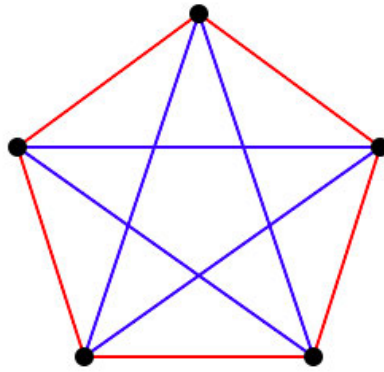


Figure 2.1. Diagram of the Facebook theory

Source: (Di Lallo, 2020).

- Red: friends
- Blue: strangers

2.3. Key concepts

The key concepts uncovered throughout the study are important due to the lack of understanding and existing studies around the South African Generation X consumers buying behaviour, desires and relationship with their elderly counter-parts. As well as to what extent said Generation X individual is responsible for the security, financial wellbeing and placement of the Silent Generation individuals in their families.

2.3.1 Generation X and the South African Generation X

Generation X was described by Angela Woo, in a Forbes article as “The Forgotten Generation,” this generation has essentially fallen out of marketer’s radar, this generation succeeded Baby Boomers and often grew up in broken households or dual earning households (Woo, 2018). Despite their referred to term of the “slacker generation” given to them by Baby Boomers whom lived through an entirely different life. This generation is at its peak with a population of 70million, with a cultural backdrop defined as “work hard, play hard” this generation is now at the pinnacle of their lives with careers, homeowners, families, economic, influence and resources (Woo, 2018). Despite the influence of Baby Boomers this generations beliefs, cultures and lifestyles have shifted extensively into the digital realm, the adaptive nature of this generation has seen major successes and left behind certain cultural norms, although no generation is homogenous in its approach this generation has shown its ability to change and adapt

to the times like no other, due to its presence during major events such as the cell phone, internet, ATM and other global crisis and phenomenon's (Losyk, 1997). The cultural shift can be seen extensively in the Native Black African culture that stems from Ubuntu, whereby the child is raised by the village and children are left at home with Grandparents, whilst parents fund the household from their urban careers (Amato, 2019). A study by North West University concluded that Black South African elderly prefer the traditional practice of staying home with their grandchildren, however, the immerging black middle class have started to shift to homing their elderly in old-aged homes in urban areas near them (Ngiba, Ryke and Strydom, 2014).

Table 2.2. Table showing the placement of elderly members of society according to people of colour in South Africa.

Source: (Ngiba, Ryke and Strydom, 2014)

	Women	Men	Total
In community with children	24 (80,00 %)	14 (46,67%)	38 (63,34%)
Old-age home	5 (16,67%)	5 (16,67%)	10 (16,67%)
Where they prefer	1(3,33%)	10 (33,33%)	11 (18,33%)
Don't know	0 (0%)	1 (3,33%)	1 (1,67%)
Total	30 (100%)	30 (100%)	60 (100%)

2.3.2 Generation X and family

The autonomy and self-reliance of the Generation X group as opposed to previous generations respect for authority and adults, made them treat parents as friends rather due to the new-found truths of the globalised world that deemed parents were human and fallible, this childhood caused Generation X to be the least close generation with their parents, this may implicate the way in which they look their parents in their elderly years (Value Options, 2021). A recent study conducted by Go Health, Chicago in 2020, concluded that Generation X has taken the role of the caregiver, two in five Generation Xers either manage or help with their parent's health care (Go Health, 2020). Generation X faces the unique challenges of caring for their families of which both belong to far larger generations, due to the rising contribution of Generation X finances to their aging parents and Millennial and Generation Z children, as well as time and other resources has left the Generation X in a costly and timely predicament (Calhoun, 2020).

After unpacking the Generation X's relationship with their parents, it is critical to understand what this cross-cultural group intends to do with their parents in their elderly and ever extending years due to modern medicines and healthcare available (Calhoun, 2020). Nursing homes have become popular among the more western orientated South African Generation Xer, priorities have shifted to their own and new children's lives therefore, the time and cost involved in supporting an elderly parent either in their own home, another city or from abroad. In order, to ensure safety and security this group has opted to placing their parents in nursing homes where they have a variety of activities, similar aged members of society, safety, health care and security at their disposal, despite the costly implication of having an elderly family member living in a nursing home, a large group of South African Generation Xers choose this over their parents remaining home alone or living in the household with them (Rajagopal, 2017).

The environment of the elderly plays a large role in their well-being, this influences their quality of life and physical activity level, a study conducted by the South African Journal of Physiotherapy concluded that the quality of life of nursing home dwellers was significantly lower than that of the community dwellers (Louw, Ramocha and Tshabalala, 2016). This study has ensured that nursing homes across the country implement more activities physical and psychological to keep their residence well-being in line with the elderly among communities, this however, is not enough and certain native cultural barriers keep the elderly home until their days, where they want to be (Amato, 2019).

This cultural norm may be the result of the previously disadvantaged population not having access to nursing homes and elderly facilities, the reliance on families and an elderly member at home with the children whilst Generation Xers worked and earned a living may hinder the Silent Generations interest in relocating to a nursing home or their children's reluctance to place them there (Laney, 1989). In 1998, The National Institute for Aging conducted research study that concluded, elderly black people are twice as likely to receive care from their family members as their health declines than white people (Rimer, 1998). During the shift of lifestyles and cultural norms this number may even out in South Africa, however, government subsidized health care and cultural standards could cause the number of white people in elderly care due to western beliefs higher, than the number of black south Africans due to traditional beliefs.

2.3.3 Generation X needs

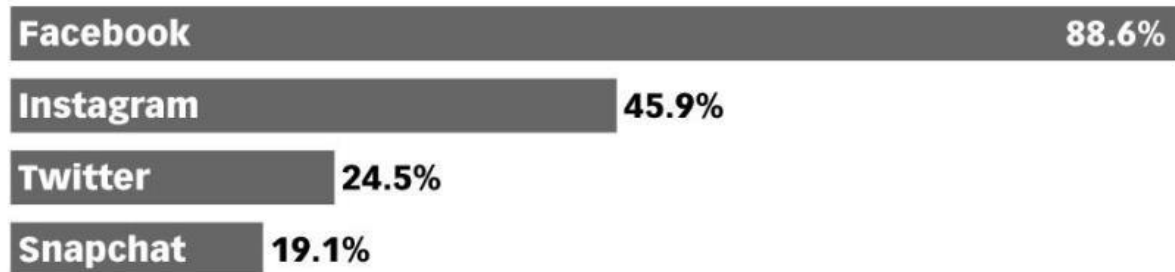
The practical and self-reliant nature of Generation X is a tribute to their adaptive and success (Melendi, 2020). The previously mentioned needs theory created by Abraham Maslow, 1943 explains that humans base their purchases on a hierarchal needs prism from basic to higher order needs (McLeod, 2020). However, the needs of Generation X do not end with self- actualisation (Redmond, 2016). Generation X's economic wealth, stability and resources allow for their needs to become cognitive, aesthetic and transcendence, thus the group places high importance of the need for knowledge, need for visual beauty and comfort and the need to help others, the intuitive nature of this Generation can be seen in the importance they place on their families and elderly in particular for this study (Subedi, 2016). Due to the South African nature of this study the Western approach to needs cannot solely be discussed, other cultural norms, ethnic practices and traditions must be included for the research to be valid within the South African context.

2.3.4 Generation X and social media

The adoption of new technologies has become a norm for Generation X individuals, unlike their successors the digital natives this hybrid consumer splits their time between old and new media, therefore, this generation is reachable almost anywhere. However, their cultural and lifestyle being authentic, family and work orientated is not as susceptible to the marketing used for millennials this user is information driven, emotional and values the tangible styles of marketing (Koch, 2019). This generation is less experimental with social media and therefore, more likely to stick to a familiar platform, this platform is Facebook, a study conducted in 2019 shows that almost nine out of ten American Generation X social users had Facebook (eMarketer, 2019).

US Gen X Social Media Users, by Platform, 2019

% of social network users



Note: social media users who access the respective account at least once per month; Gen X are individuals born between 1965 and 1980

Source: eMarketer, March 2019

247890

www.eMarketer.com

Figure 2.3. American Generation X Social Media Usage by platform

Source: (eMarketer, 2019)

Although the Generation is comfortable in the digital realm, they are not comfortable sharing personal information with brands, therefore, purchases, addresses and payments are uncharted territory for this individual, fortunately for researchers the Facebook Theory of mutuality and algorithm allows brands to reach these target audiences despite their reluctance to share personal information (Deng, Fang, Monod and Qi, 2018). The use of automatic intelligent services analysis of user behaviour on social media puts mutual or relevant information available in front of a viewer or user it might correlate with and the brands shareable nature of information from one audience member to their mutual users can enhance the brands reach into the demographic it is targeting without causing a conflict of interest or breaching privacy concerns (Lamb, 2016). Recent studies conducted by Clearbridge Branding Agency on “Consideration of Generations when using Social Media Marketing,” noted that visuals and images are the most consumed form of media by Generation X users and they are far more likely to share posts, pages and adverts than any other generation (Kowalewics, 2020).

2.3.5 Facebook Marketing

The practice of Facebook Marketing will further be unpacked, with Generation X in mind to decipher the positives and negatives of the marketing style. Every month more than two and half billion people use Facebook, the platform is used to primarily connect with family and friends as well as discovering things that matter to them including information and brands (Facebook, 2021). Facebook has three audiences available to brands a core audience, custom audience and a lookalike audience. The core audience is the exact audience based on age, interests and geographic aspects, custom audiences are for brands to get back in touch with individuals that have previous engaged with the brand online or in-store and lookalike audiences are new users who have similar interests to current customers. This can be used by brands to reach audiences who have had no contact with the brand but have mutual friends, locations and interests (Facebook, 2021).

Despite Facebooks ability to provide these new audiences it is still difficult for brands to engage with consumers via Facebook due to the consistency needed for Facebook marketing to be affective, the personal sphere of Facebook requires brands to create a human voice or persona, post regularly, engage quickly and effectively, use images (with consent) and nurture relationships, therefore, the lookalike model in principal is effective the nature of a Nursing homes marketing and communications may not be feasible for this approach (Business Queensland, 2020). Furthermore, the cost, isolated audience and lesser organic reach could hinder a Nursing homes attempts to reach their Generation X user (Practice Builders, 2016). Although the Generation X user is a savvy Facebook user, their interest in Facebook Marketing may be a minimal and the platforms connectivity is more in line with their interests.

2.4. Conceptualisation

Facebook marketing – Facebook marketing is a social media platform that offers various highly targeted paid adverts and organic posts, it allows brands to put products and services in front of large audiences. Throughout Facebook's existence, it has shifted from a social media platform to one of the largest marketplaces (Send Pulse, 2021). This concept is relevant to the study as it is the key aspect being studied and whether or not it is an effective means of marketing to Generation X.

Silent generation – This concept's relevance to the research, is affiliated with Generation X's relevance, Generation X being the target audience are the children of the silent generation and thus the security, safety and homes that are being sourced by Generation X are for their parents the Silent Generation to live in. This group of individuals were born between 1928 and 1945, the origin of the group's name comes from the Historian William Manchester whom characterised the group as “withdrawn, cautious, unimaginative, indifferent, unadventurous and silent” (Kessler, 2021).

Generation X – This group of individuals is the target audience in the study as they are responsible for elderly parents and grandparents this group was born between 1965 and 1980, this hybrid media consumption generation consumes both traditional and digital media, “spend roughly seven hours a week on Facebook (the highest of any generational cohort)” (Kasasa, 2021).

Social media – The digital based technology enables the sharing of ideas, opinions and information via networks and virtual communities, this electronic communication platform can be accessed via a computer, smart phone, tablet or any web-based software and application (Dollarhide, 2021). The broad spectrum of platforms and abilities make the narrowing down of a specific platform or application difficult but social media applies to the digital platforms and communities created since its establishment.

Reach – This refers to the potential number of people who have been exposed to specific content through any marketing channel or campaign (Mansoor, 2017) In this study the reach will be the amount of Generation X consumers who are exposed to the Facebook Marketing attempts.

2.5. Conclusion

Throughout the review of literature presented there is a notable gap in studies regarding the advertising of Nursing Homes on social media platforms such as Facebook in South Africa. The articles and theories covered throughout the literature review sourced information from various authors and existing studies to assist this research further uncover information and contribute to the ongoing study of the effectiveness of Facebook Marketing to Generation X. In doing so topics covered in the review consisted of key concepts within the study such as Generation X, social media, South African Generation X individuals, Facebook Marketing and the needs of the Generation X consumer these existing studies will contribute to the qualitative study as secondary research and assist with the ongoing study and build primary research methods and ideas. In conclusion, the secondary research collected and analysed suggests that Facebook Marketing is a feasible means of reaching the Generation X user due to their high presence on the platform, however, to further validate this claim further research must be conducted.

Chapter three: Research design and methodology

3.1. Introduction

This chapter provides an explanation of the research methods used throughout the research study, the research strategy will be outlined using the qualitative research methods. This chapter will also explore the population and sampling parameters. The methods used to collect data and finally the data analysis methods used to translate information collected from qualitative research.

3.2. Research paradigm

According to Levers, paradigms refer to the system of ideas, the world view used by the researcher to generate knowledge (2013). Paradigms hold the ontological, epistemological and methodological within it these are required for the research process to successfully incur, this all-encompassing aspect is important to the study and is unique to this qualitative research (Denzin and Lincoln, 2005).

The study will make use of an interpretivist paradigm approach, this approach is guided by the researchers set beliefs and knowledge of the world around the study. The selection of this paradigm is due to the nature of the study focusing primarily on the recognizing and narrating of human experiences and actions (Davidson, Fossey, Harvey and McDermott, 2002). The subjective nature of this research requires such a paradigm whilst studying the Generation X social media user, the South African one in particular and the groups interactions with marketing and brands on Facebook. The large focus on the personal opinions of the Generation X's values, needs and motivations for selecting a Nursing Home service for their elderly parents, the Silent Generation, in their own environment which is society today. Throughout the research, consideration of the Generation X individual will be implemented, societies impact on the individual as well as their opinions and adjustment to societal norms and marketing activities, thus the interpretivist paradigm is best suited for this study (du Plooy-Cillier, 2014: 27).

3.3. Research approach and design

The study will make use of qualitative research methods due to the nature of research involving opinions, feelings and individuals experiences as appose to statistics (Chadwick, Gill, Stewart and Treasure 2008). The main research approach that will be used throughout the study is the narrative research approach, which involves the examination of feedback of Generation X respondents aged forty-one to fifty-six years old in order to better understand their buying behaviour, position in the market and where to meet them in order to effectively communicate with the audience by creating a narrative of the group through commonalities and trends among responses to research (Bhandari, 2020). Secondary research further assists understanding the course of study to enhance overall knowledge of the Generation X audience and their interaction with Facebook Marketing. Due to the nature of the study being based on the opinions of individuals whom are responsible for their elderly family members, no single nursing home brand was included in this study, the findings from the research relate to the common forms of marketing such as Facebook that are used by nursing homes in South Africa, encountered by participants of the study and discussed in the following literature reviews.

3.4. Population

The population consists of the group of participants that will provide information needed for the researcher to conduct the study (du Plooy-Cillier, 2014). Thus, the target population is everyone within the population parameters. The target population for this study will be Generation X individuals that use Facebook within Durban. The accessible population however, includes only those the researcher was able to include in the study (du Plooy-Cillier, 2014). This study's accessible population will be Generation X users that have parents in Nursing Homes and are willing to participate in the study, due to the location of the study the population parameter will mostly focus on a Durban population, however, due to the electronic survey option the population is not limited to Durban respondents only.

3.5. Sampling

The study will make use of a purposive sampling method, a common method that selects participants according to select criteria relevant to the study, the study will go further in depth when making use of quota sampling whereby more specific set sizes, characteristics and ages of the population are considered (Mukherjee, 2019). Therefore, the sample size in the study will consist of people aged forty-five and above that are children to or responsible for the homing of an elderly member of society, this sample size will be narrowed further to only include those who are active on Facebook and willing to participate in the study. The study is not limited to purposive and quota sampling, due to the nature of the study and the Facebook mutuality theory previously mentioned the snowball theory will be introduced into the study to gain a wider reach and gather information from people associated with those the researcher is familiar with. The snowball sample is referred to as a type of purposive sampling, however in this case participants the researcher has already interacted with use their social network to refer the researcher to others with similar demographics to assist with the research and gain more information from this larger group (Mukherjee, 2019). With regard to sample size the digital questionnaires aim to gain a minimum of twenty responses and a maximum of 50, the semi – structured interviews will involve three voluntary individuals willing to answer questions, discuss topics and assist the study.

3.6. Data collection methods

There are various data collection methods available when conducting qualitative research such as questionnaires, interviews, focus groups and observations. The data collection method will take place in various mediums, the first method will comprise of a digital questionnaire shared via WhatsApp and Facebook in order to gain insight from Generation X individuals within Durban and other locations to analyze the need, motives and wants when selecting a nursing home for their elderly relatives (Bhandari, 2020). The digital questionnaire method will be used to create a larger reach and gain insights from a wider audience in a convenient and voluntary manner, this method also falls in line with the Corona Virus protocols and allows people to become a part of the study and provide insight in a safe and risk-free environment. The aim to reach a maximum of 50 respondents will allow for a wide variety of answers, opinions and motives to better understand the consumer and how to better reach them. This data collection method is relevant to the qualitative study as it allows people to respond to research questions

in a subjective manner, the process involves opinions, feelings and personal beliefs as opposed to purely statistic driven data (Bhandari, 2020). (See questionnaire in Annexure D)

The second data collection method is the semi – structured interviews, these participants will be reached out to after interacting with Pine Town nursing home, once interest has been shown in the nursing home the researcher will ask permission and interview individuals who are willing to provide insight and assist in the research both a consent form to participate (Annexure B) and a consent form to record audio (Annexure C) will be given to the participants to ensure they are aware of their participation in the study, all participants information will remain anonymous (Maree, 2020). The interviews will be digitally recorded once consent has been given by the participant, this will allow for the researcher to be fully involved in the interview and use the digital track record to refer back to information when analyzing the information gathered, notes will be made throughout in order for the researcher to mark relevant information or propose additional questions (Maree, 2020). The interview will consist of fifteen primary questions relevant to the study, additional questions such as age and gender will be covered along with questions that can be found in Annexure E. The interviews will be up to thirty minutes each in order to ensure proper discussion occurs and for the allowance of additional questions if participant is willing to engage. The two data collection methods and questions are relevant to the nature of the study and assisting to gain a better understanding of Generation X, their relationship with Facebook and their needs, motives and buying behaviour with regard to the selection of Nursing Homes for elderly relatives.

3.7. Data analysis

The analysis methods relevant to this study are the narrative analysis and the thematic analysis method. The narrative method involves the listening to, of people and stories and then analysing what the stories mean (Warren, 2020). Thus, in the semi-structured interview an idealistic story portrayed by the participant can assist the researcher in gaining better insight into their needs, motives and expectations, the recording consent aspect will assist by allowing the researcher to assist the story and interact in the discussion during the interview and rather analyse and interpret findings post interview. The advantage to using such an analysis allows the researcher to gain a more subjective and personal perspectives with human truths and meaningful insights. However, a down fall to this method is that it is time consuming and can only facilitate a relatively small sample group therefore, it will be facilitated by the Questionnaires, with a larger scale reach and a thematic analysis method (Warren, 2020).

The questionnaires will be analysed according the thematic analysis method, thus analysing the patterns of meaning in the gathered data by taking large amounts of data collected and grouping the data into themes or sub headings to better analyse the most relevant to least relevant answers and trends within the responses (Warren, 2020). The questionnaire available in Annexure D can be thematically analysed according to questions asked and answers received by the participants the most popular response will be deemed that of the truth, however, other responses will be noted and included to provide discussion, alternative or conflicting ideas.

3.8. Trustworthiness

The trustworthiness of the study will be enhanced by the researcher ensuring credibility (du Plooy-Cillier, 2014). The credibility of the information gathered will be ensured by the clarification of responses during the data collection method to ensure that the participants responses are clearly understood and accurately recorded. The dependability of the research will also assist in ensuring the research is trustworthy, thus the researchers ability to provide information and evidence that the study is truthful and a step by step process that can be followed out by another researcher, thus the researchers work must be documented and clearly marked allowing for another researcher to use the study and depend on the solid ground and foundation of the study when going further (Connelly, 2016). Furthermore, the transferability of

the study is crucial to the trustworthiness of the study, the study cannot be isolated or function alone due to its nature of qualitative and interpretivist approach the subjective study must be available to other researchers and studies by ensuring the data collected and research conducted can be used for further studies of this nature or similar to. To ensure the trustworthiness of the design the researcher is to provide all aspects and findings to readers in the form of a description of all context, participants, research designs and environments to further assist the transferability of the research and thus, the trustworthiness (Connelly, 2016).

3.9. Conclusion

The goal of this research is to determine whether Facebook Marketing is an effective means of reaching the Generation X individual when advertising, furthermore is Facebook Marketing able to bridge the gap between Nursing Home traditional marketing attempts and the digital hybrid Generation X individual. The study exists to assist businesses reach new markets, explore the potential Facebook Marketing has in a South African context and identify modern and relevant ways to market Nursing Homes.

Chapter four: Research findings and interpretations

4.1. Introduction

This small-scale study was conducted on voluntary respondents. The data collected from the primary research and literature theories assisted in formulating research questions for this study. This qualitative study will interpret findings that were collected to attempt to answer the research questions and objectives without formulating a hypothesis. The discussion will be focused around Facebook Marketing and its ability to function as a marketing tool for Nursing Homes in South Africa.

4.2. Interpretation of findings

The findings uncovered during the research phase of this study will be interpreted in relation to the research objectives in order to give said findings context and assist in research flow and the readers understanding of each finding relevant to the study.

4.2.1. Research objective 1:

To gain a deeper understanding of the relationship between Generation X and social media marketing platforms, such as Facebook.

The research problem revealed critical information to the researcher about a foreign demographic that is a prevalent consumer in the market the objective highlighted key themes (Koch, 2019). These being Generation X and Social media and Facebook Marketing, have separated for clearer insight these themes have been separated into three sub-themes media consumption and consumer behaviour.

Media consumption

Q1.7. What do you look for in adverts for Nursing Homes?

Q.1.8. Would you feel more comfortable if your loved one was in a Nursing Home that is active on social media?

Q.2.8. What content do you like to see when viewing Nursing Home adverts?

The questions relevant to this objective theme appeared in the digital survey and the one- on-one interview to get a better understand of the media Generation X preferred and trusted.

- Respondents indicated when viewing adverts, they look for visuals such as images, of the facilities, grounds and residents as well as small texts and prices. Emphasis was placed on the importance of adverts having clear, concise information and visuals.
- The minority of respondents indicated that it is not important for the Nursing Home that their loved ones reside in is active on social media due to it not affecting the functionality and care. However, the 16 who indicated they would prefer a Nursing Home that is active on social media are aware of the times and pandemic issues involved, they would appreciate keeping up to date and interacting with the Nursing Home their loved ones live in.
- The content that is expected on a Nursing Home social media includes, photographs of activities, accommodation, meals and gardens.



Figure 4.1. Visual and assuring media is key for the consumer

Source: (Canva.com, 2021)

Consumer behaviour

Q.2.4. What interest do you have in a Nursing Home?

Q.2.5. What is the most important aspect when selecting a Nursing Home in your perspective?

Q.2.14. Would you rather lease a home in a Nursing Home or purchase one?

The questions above are relevant to this objective theme about the consumer behaviour of Generation X (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). All were collected from the one-on-one interviews with voluntary participants, looking for Nursing Homes for their parents and elderly family members to move into.

- Respondents interest in Nursing Homes is predominantly for themselves and from a business aspect, with importance on cleanliness, security, entertainments, care and happiness of residence.
- Important aspects to respondents included cleanliness, facilities, activities, meals, the ability to view the residence and regularly visit. A residence that has a social media platform to keep relevant family members involved and up to date as well as rates and costs.
- With regards to consumer interest in purchasing or leasing accommodation for an elderly member, the majority indicated leasing to be the most feasible option due to the realistic time expectancy that the elderly member would be living in the accommodation, however, interest was shown in purchasing accommodation and leasing it out privately if the specific Nursing Home allowed it.



Figure 4.2. Important aspects to the consumer

Source: (Created for the study, 2021)

Facebook Marketing

Q.1.4. Are you on Facebook?

Q.1.9. Do you trust and support brands that market on Facebook?

Q1.10. Do you prefer social media marketing (digital) or traditional?

The questions relevant to this objectives theme were featured in the digital survey, that was used to get a better understanding of the consumers perception of digital marketing. The findings are as follows.

- The majority of the respondents are active on Facebook, the digital survey was only conducted by individuals aged 45 and above.
- Half of the respondents indicated they do not trust brands that market using Facebook, respondents conveyed that marketing is insincere on social media and that really interactions were more valuable, another explained that it is a biased means of mass marketing. Lastly the fake news and scams issue was mentioned to.

- Less than half of the respondents explained that they trust brands that market via Facebook as they are transparent and open to public comments, feedback and interaction. As well as the idea that Facebook marketing is the way of the future, a paid for media that is censored by Facebook guidelines and consumer following.

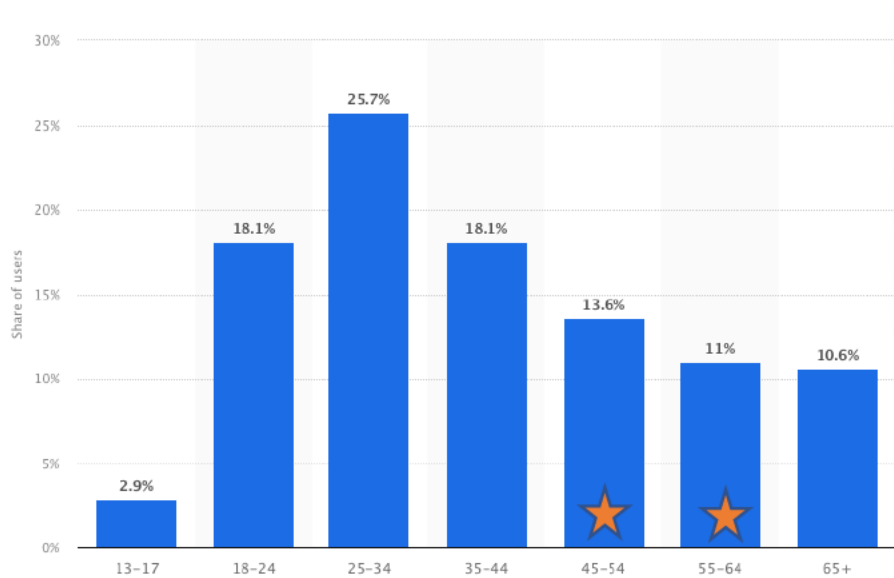


Figure 4.6. Facebook users age

Source: (Facebook, 2021)

Research objective 2:

To contribute to existing knowledge of the responsibilities, needs, wants and important aspects to the South African Generation X individual.

The objective identified the target audience thoroughly as well as their needs, wants and expectations during the process of moving an elderly family member into a Nursing Home (Melenda, 2020). The themes relevant to this objective are Generation X and Family and Generation X needs the following questions were answered in a digital survey and in a one-on-one interview in order to get further insights and assist in answering the research question.

Generation X and family

Q.2.11. What is the most important thing to your elderly family member when selecting a Nursing Home?

Q.2.13. In your particular circumstances are you responsible for the financial stability and homing of your elderly family member?

- All respondents conveyed that the most important thing for elderly family members is comfort and care, residence require stimulation, relationships and a comfortable homely environment with individuals they can relate to.
- A few of the respondents are currently responsible for their elderly family member; therefore, the family member resides with the family due to the costly nature of a Nursing Home, however, the other four respondents are not currently responsible for their elderly but believe they will be in the future, thus a comfortable, caring and costly residence is something they will focus on when the time comes.



Figure 4.3. Order of importance for Generation X family members

Source: (Created for the study, 2021)

Generation X needs

Q.1.5. When looking for a Nursing Home is location important?

Q.1.6. When selecting a Nursing Home what are the three most important things?

Q.2.3. Do you believe Nursing Homes provide an invaluable service?

Q.2.12. Do you have any stigmas around the idea of a Nursing Home?

- Not many of the respondents indicated that location is not important when looking for a Nursing Home, therefore, the majority consider location, security and accessibility to be important.
- Respondents indicated a variety of important aspects however, the most trending and prevalent needs were caring staff, cleanliness, facilities, safety and cost.

- All respondents believe Nursing Homes provide an invaluable service when the time is right and if it suits the family traditions and financial capabilities.
- Respondents indicated a variety of stigmas around Nursing Homes such as residence becoming depressed, badly behaved staff and nurses, lack of stimulation and an isolation from the world.



Figure 4.4. Generation X needs

Source: (Created for the study, 2021)

Focusing on the most viable mediums used when trying to make contact with the Generation X consumer and Generation X consumers relationship with Facebook, although this was previously discussed in the first objective, it is relevant to the study and assists in generating further insights. The themes relevant to this objective are Generation X and South African Generation X and Facebook Marketing.

Generation X and South African Generation X

Q1.10. Do you prefer social media marketing (digital) or traditional?

Q2.1. Please briefly explain yourself without mentioning your name

- A few of the respondents indicated they preferred traditional marketing over digital marketing, perhaps due to the tangible aspect or experience associated with it. However, more than half of the respondents that indicated they preferred digital marketing are aware of its importance, ease and future potential.
- Respondents explanations of themselves included aspects such as age, occupation, marriage status, number of children and number of parents. Four out of five respondents were married, all respondents have at least one child, four out of five respondents have at least one parent and occupations range from teacher, domestic worker, stay at home mother, real estate agent and offshore supervisor. The income and culture between the respondents varied in order to avoid a biased representation.



Figure 4.5. Generation X role in the modern family

Source: (Created for the study, 2021)

4.3. Conclusion

This chapter presented and analysed insights collected from primary research conducted as digital surveys and semi-structured interviews, the findings support existing literature as well as the problem statement and research objectives. The interpreted data assists in further understanding the relationship between Generation X and Facebook Marketing, further studies should be conducted to understand the relationship and likelihood of its success before implementing the practice into businesses such as Nursing Homes.

Chapter five: Conclusion and recommendations

5.1. Introduction

This chapter will provide the concluding remarks and recommendations gathered from the study as well as highlighting the significance of findings and recommendations related to each objective involved in the study. Furthermore, the imitations and ethical considerations regarding the study will be addressed in depth.

Research objective 1:

To gain a deeper understanding of the relationship between Generation X and social media marketing platforms, such as Facebook.

5.2.1. Findings from literature

The findings portrayed in Chapter two show that generation X is less experimental with social media and therefore, more likely to stick to a familiar platform, this platform is Facebook, a study conducted in 2019 shows that almost nine out of ten American Generation X social users had Facebook (eMarketer, 2019).

5.2.2. Findings from the research

The research problem revealed critical information to the researcher about a foreign demographic that is a prevalent consumer in the market the objective highlighted key themes (Koch, 2019). These key themes explored existing research and determined that social media can be used to reach the Generation X consumer, considering the content created aligns with the target audience's interests and desires.

5.2.3. Conclusion

It is evident that the literature and research findings correlate, contributing to information relevant to the research question and assisting with knowledge to create solutions for the problem statement. It is evident that the Generation X consumer is a feasible audience for Nursing Home businesses to target via Facebook. However, the content, message and reliability attached to the social media marketing is crucial to its success.

5.2.4. Recommendations

Going forward, the recommendation for Nursing Homes and agencies responsible for marketing said Nursing Homes. In order to effectively and authentically reach the Generation X consumer, it is in the best interest of the business to convey its most honest self, remaining open, consistent and active, by doing this the business has a greater chance of success through Facebook Marketing.

Research objective 2:

To contribute to existing knowledge of the responsibilities, needs, wants and important aspects to the South African Generation X individual.

5.3.1. Findings from literature

Chapter two explored the practical and self-reliant nature of Generation X (Melendi, 2020). Generation X's economic wealth, stability and resources allow for their needs to become cognitive, aesthetic and transcendence, thus the group places high importance of the need for knowledge, visual beauty and comfort, the intuitive nature of this Generation can be seen in the importance they place on their families and elderly in particular for this study (Subedi, 2016).

5.3.2. Findings from research

The objective identified the target audience thoroughly as well as their needs, wants and expectations during the process of moving an elderly family member into a Nursing Home (Melenda, 2020). Despite the diverse South African Generation X community the research uncovered that the Generation X consumers have a common goal, to protect, oversee and provide for their families both young and old.

5.3.3. Conclusion

The findings gathered from the literature and research throughout the studied conveyed Generation X's desire to be the head of the family, thereby caring for their processors and successors. This Generations holistic stability resulted in their responsibility for their families, this speaks true for traditional and Western cultures.

5.3.4. Recommendations

Generation X is a diverse and large population, furthermore, the South African community portrays wider scales of differentiation according to cultural norms, financial, geographical and consumer behaviour. The common factor among this community is the desire to care, protect and provide for their families, thus, this responsible family member can be addressed by the brand in an attempt to relieve them from stress or provide a safe and secure option, however, the diverse and large Generation X consumer group should be extensively studied prior to any marketing method, due to the fast pace and ever changing digital realm they inhabit.

5.4. Anticipated contribution

This research paper focuses on the potential Facebook Marketing has to assist business reaching the Generation X target audience in a personal and meaningful manner, thus helping readers gain a better understanding of the potential for business growth and relationship development via a social media platform such as Facebook, this research study has the opportunity to produce contributions amongst various areas such as the Generation X relationship with brands and Facebooks ability to function as a legitimate marketing method. Furthermore, the long-term objectives of this study aim to:

Firstly, to development an enhanced understanding of the South African Generation X consumers behaviour, habits, desires and concerns thereby improving the ways in which businesses communicate with the Generation X consumer, by communicating with them on a personal and direct level in a relatively private space. The generation of further insights into the Generation X consumers lifestyle and provide security for the individuals this consumer is financial responsible for. The research aims to finally develop theories regarding the relationship between the Generation X individual and Facebook to gain further understanding and embark on further research in the area of communications between Generation X consumers and brands via Facebook Marketing.

5.5. Suggestions for further research

Throughout the process of conducting the research a variety of important aspects came up that could be used for future studies, a major aspect relevant to this research came about during the primary research stage whereby the key insights and important aspects noted by the Generation X user, were originally overlooked by the researcher due to the lack of experience and said researcher falling into a latter Generation than the specified Generation X category, therefore, it is suggested that more extensive, in-depth research is conducted into a more diverse group of Generation X consumers, in order to generate more reliable insights than the ones gathered throughout this research. In addition, further research such as, “The COVID-19 pandemics influence on Generation X buying behaviour”, “The extent to which Generation X responsible for its processors health, financial and holistic wellbeing” and finally, “Whether Nursing Homes are becoming an in disposable resource in South Africa, due to the ever-changing lives of the younger Generations responsible for the elderly, Silent Generation.”

5.6. Ethical considerations

The ethical considerations are a crucial part of the research study, this requires all research and information presented in the research to be authentic and truthful (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). Throughout the study, the researcher made use of ethical techniques and procedures, in order to assure the validity and reliability of the study's results, thus representing the respondents in the appropriate, agreed upon manner. In order for ethical measures to be met throughout the process of the study the following criteria was implemented and met.

The study gained ethical clearance prior to any research or interactions with the public occurred, furthermore, participants of anonymous research surveys were assured strict confidentiality, whilst consenting to their anonymous participation. The personal interaction however, provided consent forms to each participant in the semi-structured interview process allowing each individual to read their rights and voluntarily sign and participate in the study, during this process the researcher ensure consent forms and questions in no way discriminated any respondent or enforced any obligation for the respondents to continue or complete the survey or interview. Therefore, authentic and credible findings were presented throughout the

study.

5.7. Limitations

The researcher study was met with various limitations. The most evident one is the current pandemic the Corona Virus, the study will have to apply to COVID-19 protocols and thus avoid contact with participants, this can affect the sample size of the participants involved and deem the study unreliable due to the limited respondents (Moura, 2017). Another limitation is the lack of existing research in this area, thus the literature review section that is crucial to a research study to serve as a foundation, a lack thereof can result in a weak research study. The time constraint involved in the research hinders its ability to explore every possible outcome and aspect, furthermore, the researchers limited resources and lack of experience may hinder the studies potential and limit the outcomes or potential findings that could have been addressed by a more experienced individual. Therefore, to address limitations and ensure trustworthiness the study should be conducted again, for a longer period of time with a larger sample size and perhaps in a different geographic location to provide a more accurate study.

5.8. Conclusion

The social media platform Facebook is one of the most famous, original platform created in order to connect people, this platform has grown further than its previous purpose, into not only a social media platform but into a community and marketing tool for brands to create their own digital persona and interact with consumers and audiences in a relatively private and personal manner. As a result of this growth individuals have taken advantage of the personal realm Facebook has created and thus, scams, hoaxes and fake media has circulated due to this event, consumers are therefore, skeptical and struggle to trust brands that they do not know in the physical realm particularly, Generation X whom are not as digitally literate as their Millennial successors. The progression and integration of the digital and physical realm is however, normalizing the interactions between users and brands digital platforms, this progress will assist brands in their advances with Facebook Marketing methods, however as seen in the research conducted and findings gathered the Generation X consumer is not solely price, location and convenience driven, this intrinsic consumer requires deeper needs to be met such as real connections, comfort, security and many other aspects.

It is evident that a nursing home and niche elderly residence brand would benefit from Facebook Marketing, by creating a presence in the digital realm. However, this would be best facilitated by intuitive content, real feeds from the residence and a consistent presence on the platform due to the severity of the decision, consumers are likely to monitor where their family members reside or monitor a potential residence before visiting, the human-centric nature of this study is portrayed through the findings stipulating the importance of a safe and holistic environment. If a brand can convey this via Facebook Marketing it is likely that they will save resources and money on other marketing methods.

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Annexure A: Consent form for participants and respondents



I, _____, agree to participate in the research conducted by Tatum Nimmo a student of the IIE, at Vega Durban about the Relationship between Generation X and Facebook Marketing, a case study on Pine Town Nursing Home.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research. 2. My confidentiality will be ensured. My name and personal details will be kept private. 3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. 4. I may choose not to answer any of the questions that are asked during the research interview. 5. I may be quoted directly when the research is published, but my identity will be protected.

Signature _____ Date _____

Annexure B: Consent form for audio



I, _____, agree to allow Tatum Nimmo to audio record my interviews as part of the research about the Facebook Marketing of Nursing Homes: A case study on Pine Town Nursing Home. This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. My confidentiality will be ensured. My name and personal details will be kept private. 2. The recordings will be stored in a password protected file on the researcher's computer. 3. Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

Signature _____ Date _____

Annexure C: Vega ethics check list



Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Tatum											
Last name(s)	Nimmo											
Title of study	Facebook Marketing of Nursing homes: Case study of a Pinetown Nursing Home											
Qualification	BA Honours in Strategic Brand Communications											

Supervisor Details												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☒	Mx	☐
First and last names	Cameron Belling											

Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☒	Mr	☐	Mx	☐
First and last names	Carolanda du Toit											

Explaining your research process						
Philosophical paradigm	Positivism	☐	Interpretivism	☒	Constructivism	☐
	Realism	☐	Objectivism	☐	Pragmatism	☐
	Functionalist	☐	Subjectivism	☐	Humanist	☐
	Other:					
Research design:	Interview	☒	Questionnaire (self administered)	☒	Focus group	☐
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐
	Case Study	☐	Design Research (Practice based)	☐		☐
	Other (if so, state)	☐	Click or tap here to enter text.			
Brief explanation of the population and number of participants/items	Twenty to fifty individuals aged forty-one to fifty-five questionnaires Five to ten individuals aged forty-one to fifty-five with parents in Nursing homes interviews					
Target group sampling methods/ artefact (No under 18's or	Purposive	☒	Random	☐	Snowball	☐
	Convenient	☐	Stratified	☐	Census	...

vulnerable groups allowed)	<i>Explain selection process</i>	The selection process depends on age of individuals willing to participate in the study and individuals with parents in Nursing Homes in Pinetown
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Ethics		
Documentation submitted with proposal	Gatekeeper's letter (institutional consent)	★
	Completed Annexure E if you conduct research on IIE sites/students/staff	□
	Instrument(s) (interview schedule or questionnaire)	★
	Participant or respondent consent form	★
	Audio-visual consent form (if applicable)	

Campus ethics committee recommendation	
Proposal has been reviewed by the supervisor and necessary ethics considerations have been included. ☒ Accepted as is and provide letter ☒ Accepted with provisions: Nature of provision: <i>e.g. Instrument is not sufficient / included and need to be signed off by the supervisor</i> ☒ Major issues: Student should not continue with fieldwork. Actions to be taken: Click or tap here to enter text.	
Supervisor signature	
	5 July 2021
Co-supervisor/Campus ethics panel member signature	
	6 July 2021.

Annexure D: Ethical clearance letter



Date 4 July 2021

Student name: Tatum Nimmo

Student number: [REDACTED]

Campus: Vega Durban

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

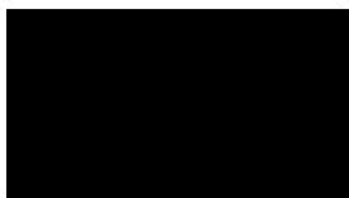
Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.

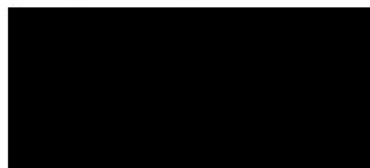
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor name: **Cameron Belling**



Signature:

Campus Postgraduate Coordinator (CPC) name: **Carolanda du Toit**



Signature:

07 July 2021

Annexure E: Final research summary document
TITLE: Facebook Marketing of Nursing homes: A case study of a Pinetown Nursing Home

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
To explore the Generation X consumer. Their buying behaviour, media consumption, needs and motives.	Facebook Marketing of Nursing Homes: A case study on a Pinetown Nursing Home	The gap in research aims to uncover the buying power Generation X and how to reach said consumer.	A. Maslow F. Di Lallo F du Plooy-Cilliers E. Lamb S. McLeod	The shape of the South African family What to consider for generation-based social media marketing Pro's & Cons of Facebook Ad's Theory of needs, explained.	Interpretivist Analyse how Generation X interact with social media and brands active on said platforms Ontology Brands act in a certain way due to the social construct that Generation X is outdated. Axiology Reveal insights to assist both brands and individuals.	Qualitative study to understand the influence Facebook Marketing could have on the Generation X consumer. Population Generation X individual's active on Facebook with elderly family members	Online surveys Semi-structured interviews	Consent forms signed by all participants Participants privacy Authentic and truthful findings are credible	The shift towards digital marketing – Facebook Marketing is an affordable and insightful way to reach Generation X in a professional manner.	Bezuidenhout, R., Davis, C. and Du Plooy-Cilliers, F. (2014). Research Masters. 1st edition Cherry, K. (2021) Maslow's Hierarchy of needs explained Deng, S. 2018. Theories of Social Media Maree, K. ed. 2020. First steps in research. Pretoria: Van Schaik
Research Problem	Secondary Questions/ Hypothesis/ Objectives	Key Concepts	Key Theories				Data Analysis Method(s)	Limitations	Key Contributions	
Generation X is ignored by brands when marketing in the digital realm this individual is digitally savvy, financially stable and misunderstood by brands.	To gain a deeper understanding of the relationship between Generation X and social media marketing platforms, such as Facebook. To contribute to existing knowledge of the responsibilities, needs, wants and important aspects to the South African Generation X individual.	Facebook marketing Silent generation Generation X Social media Reach	Maslows hierarchy of needs Family systems theory Facebook theory/ Ramsey theory			Sampling Non-probability, purposively, quota and snowball Individuals aged 41 – 56 who are active on Facebook	Thematic analysis Narrative analysis	The sample sizes COVID-19 protocols Lack of existing knowledge and research pertaining to the SA Generation X consumer	To provide more information about the ability Facebook Marketing and Generation X's position in the market.	

Annexure F: Survey questions

1. Are you male, female or non-binary?
2. How old are you?
3. Where do you live?
4. Are you on Facebook?
5. When looking for a Nursing Home is location important?
6. When selecting a Nursing Home what are the 3 most important things?
7. What do you look for in adverts for Nursing Homes?
8. Would you feel more comfortable if your loved one was in a Nursing Home that is active on social media
9. Do you trust and support brands that market on Facebook? And why?
10. Do you prefer social media marketing (digital) or traditional?

Annexure G: Interview questions

- 1.** Please briefly explain yourself without mentioning your name
- 2.** What is your opinion of Nursing Homes?
- 3.** Do you believe they provide an invaluable service?
- 4.** What interest do you have in a Nursing Home?
- 5.** What is the most important aspect when selecting a Nursing home in your perspective?
- 6.** Is it important for you to go and see the space?
- 7.** What is the likelihood you would select a nursing home you have never been to that is active on social media, sharing images and activities as opposed to one that does not use social media?
- 8.** What content do you like to see when viewing Nursing Home adverts?
- 9.** Are you aware of any nursing homes within 5km from you?
- 10.** Which Nursing Homes are you familiar with and how do you know about them?
- 11.** What is the most important thing to your elderly family member when selecting a nursing home?
- 12.** Do you have any stigmas around the idea of a nursing home, if so, what are they?
- 13.** In your particular circumstance, are you responsible for financial stability and homing of your elderly family member?
- 14.** Would you rather lease a home in a Nursing home or purchase one, why?
- 15.** What could a Nursing Home do to get your attention best, on social media