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Entity's Communication Strategy in the Selected Segment Targeted at Gen Z

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Abstract

Generation Z has many attributes and if we were to sum them up in one word, it is certainly specific. Although we also discuss few commonalities with Millennials in our article, Z generation presents a big challenge for brands to reach them, as their expectations of brands, as well as their own lifestyle, are diametrically opposed. At the same time, Generation Z is entering the labour market, so they are also starting to become economically active, although their behaviours and expectations in this area are also different. In our article, we looked at reaching Generation Z via the communication strategy of brands. Thus, based on the characteristics of Generation Z and primary and secondary research, the aim of the article is to look at the possible methods of reaching this target group via communication strategy in specific segments. The primary research focuses on how the representatives of Generation Z perceive brands, why they pay their attention to them and what is their approach to advertising. We will point out the results of secondary research on marketing communications and consumer behaviour of a generational cohort of young people and the impact of marketing communications and communication strategy on their lives. At the same time, with the partial results of our own survey, we will point out the preferences of factors in purchasing decisions.

Keywords: communication strategy, consumer behaviour, digital communication, generation Z, marketing, marketing communications

1 Introduction

Generation Z can be associated with the label "Digital Native". They are the generation that grew up on the World Wide Web. The time frame of Generation Z is defined differently according to different sources. According to McCrindel, the members of this group are people born between 1995 and 2009. It is often mistakenly associated with the Millennial generation, even though they are characteristically different. The youngest of them were born during a smaller baby boom at the time of the global financial crisis ending around 2010.

For representatives of Generation Z, a typical feature is that they have grown up in a completely digital world. They are no strangers to technology and take internet connection for granted. They have learned to be online all the time and communicate simultaneously on several different communication platforms. From childhood, they have been globally influenced in the areas of music, film, fashion, lifestyle and even food. They are the children of Generation X and are characterized by individualism, freedom, speed and dependence on technology. They want everything to happen with immediate effect and are interested in several things at once, i.e. they do not concentrate on just one activity. They like to use creative thinking, while also being practical and innovative. Members of Generation Z are expected to study longer and live under better living conditions than their parents. They excel at multi-tasking, moving quickly from one thing to another.

The strongest motivations of this generation are curiosity, money and also the opportunity to make the world a better place. The balance between work and free time is also important for them. They are characterized by curiosity, but are less optimistic than Millennials. At the same time, they are more empathetic, interested in interpersonal relationships and sexuality. They mostly oppose racism, sexism and support the LGBTQ community.

We are in an era marked by many changes that have also had an impact on each generation and consumer behaviour, whether we are talking about the pandemic, and the war in Ukraine or the ongoing issues of a possible recession in the economy. All of this affects customer perception. At the same time, Generation Z is becoming economically active, which many surveys describe as distinct and completely different from the others. But if we look closer at the issue, we can also see common points with millennials somewhere, for example in the case of questions about sustainability.

There is no single Gen Z, as the variety of nicknames this demographic has acquired globally vividly demonstrates. In the UK, they are 'Generation Sensible'. In America, they are are 'iGen', 'Zoomers' and the 'Homeland Generation'. In Russia, they are 'Centennials'. In India, they are 'Digizens'. They are also more generally known as the 'empowered generation' and the 'green generation' (KPMG Study: Reaching Gen Z in the time of COVID, 2023).

2. Material Studied

2.1 Buying Behaviour and Gen Z Values

According to McKinsey, the internet has changed retail forever and shaped the tastes of digital natives. Here’s how:

- Consumption is about access rather than ownership—Gen Zers subscribe to streaming platforms instead of buying films or music. This trend extends even to services like car shares or luxury-clothing rentals.
- Gen Zers accept their tastes might change, and they are more likely to spend on experiences that enrich their day-to-day lives than millennials, who are more likely to splurge on luxury.
- Members of this generation care about ease of use: mobile pay, app-based services, and simple online transactions are important, and brands have found major success by restructuring to suit Gen Z tastes.
- Gen Zers like brick-and-mortar stores more than millennials do but still want a great online shopping experience. Some brands have even found success through online-first launches, often supported by Gen Z consumers.
- Ads are everywhere; Gen Zers experience brands “at every moment” as they move through their digital and physical worlds.

And as a generation committed to its values, Gen Z expects the same of its retailers Gen Zers often choose brands that have a strong story or purpose, as well as those committed to green practices. In one McKinsey study, 73 % of Gen Z reported trying to purchase from companies they consider ethical, and nine out of ten believe that companies have a responsibility to address environmental and social issues. However, they can tell when a brand is just paying lip service and isn’t backing up its diversity or sustainability claims with real change. Many Gen Zers throughout Asia see the internet as the first place to go when researching new products to purchase; in the United States, 40 percent of Gen Zers admit to being influenced online, often by the brands featured in the videos they watch. Members filter a lot of information, from influencers, family, and friends, to decide where and how they want to spend. (KPMG Study: What is Gen Z, 2023) The question, of course, is to what extent Gen Z will be able to translate their beliefs around sustainability and their values into their actual purchasing behaviour. We have to remember that we are talking about a generation whose seniors are just entering the job market, starting their careers, which may be associated with lower earnings. The younger part of this generation does not even have their own income. For example, research by NMS Research (data collection was conducted online via the Slovak National Panel in two waves during September and October 2023. 300/400 respondents aged 18-26 took part in the survey) shows that good prices are crucial for Generation Z, and only 3% of them do not admit the influence of a bargain when making a purchase decision, and 75% are willing to wait for a product to be on sale. (from Denisa Lakatosova's presentation at the Marketing Rulezz conference held on 22.11.2023 in Bratislava). If we look at this from the point of view of slow fashion, for example, which is also primarily based on the fact that brands in this segment do not offer discounts, this is in contradiction with Gen Z's pricing setup, despite the fact that it proclaims its stance on sustainability.

However, we can contradict these results with the results of the research Generation Z interests all of us, which states: The oldest members of the Z generation are slowly entering the labour market. This also affects their purchasing power. They are starting to earn their own money and spending on the things they want to own. Young labour is in demand in the market and will represent much larger purchasing power than previous generations. It is important for this generation that the products and services they buy are in line with their identity and values. Brands should therefore have a broad enough product portfolio to be able to choose what suits them best. They want a quality, practical product, at the same time they demand a reasonable price and useful functions. The generation is careful in choosing goods. Before they buy something, they put a lot of emphasis on the recommendations of their friends. So it is more than appropriate for brands to think about how to use these friendly relationships for the benefit of their marketing. They are also interested in online reviews, whether on YouTube in the form of videos or as recommendations from influencers. (Research Generace Z zajima kazdeho z nas/Generation Z interests all of us, 2018).

2.2 Gen Z – Digital/Online Generation

A typical feature of Gen Z is that they grow up in a completely digital world. They are no strangers to technology and take internet connection for granted. They have learned to be constantly online and to communicate simultaneously on several different communication platforms. Since childhood, they have been globally influenced in the fields of music, film, fashion, lifestyle and even food. They like to use creative thinking; they are also practical and innovative (Berkup, 2021).

As the first real digital natives, Gen Zers—speaking generally—are extremely online. Gen Zers are known for working, shopping, dating, and making friends online; in Asia, Gen Zers spend six or more hours per day on their phones. Digital natives often turn to the internet when looking for any kind of information, including news and reviews prior to making a purchase. They flit between sites, apps, and social media feeds, each one forming a different part of their online ecosystem. Having grown up with social media, Gen Zers curate their online selves more carefully than have those in prior generations, and they are more likely to turn to trends of anonymity, more personalized feeds, and a smaller online presence, even as they voraciously consume media online. Video-sharing social media sites have seen a meteoric rise as Gen Z comes of age. TikTok currently rules trends, feelings, and culture for Gen Zers, who make up 60 percent of the app's one billion-plus users. Gen Zers flock to corners of the internet where they can discuss their passions and interests with those who share them—from gaming to K-pop—bonding with both people they know in real life and those they've only met online (KPMG Study: What is Gen Z, 2023).

They take the internet for granted, and so, unlike previous generations, they are online and offline, which can be an advantage for effective communication targeting. (Langerová, 2018) On the other hand, Generation Z may be more demanding on digital communication than previous generations, precisely because they have been in contact with technology since childhood and are simply more selective. They are used to constantly receiving various information and their main source is the internet and social networks such as Instagram, YouTube, TikTok and Facebook.

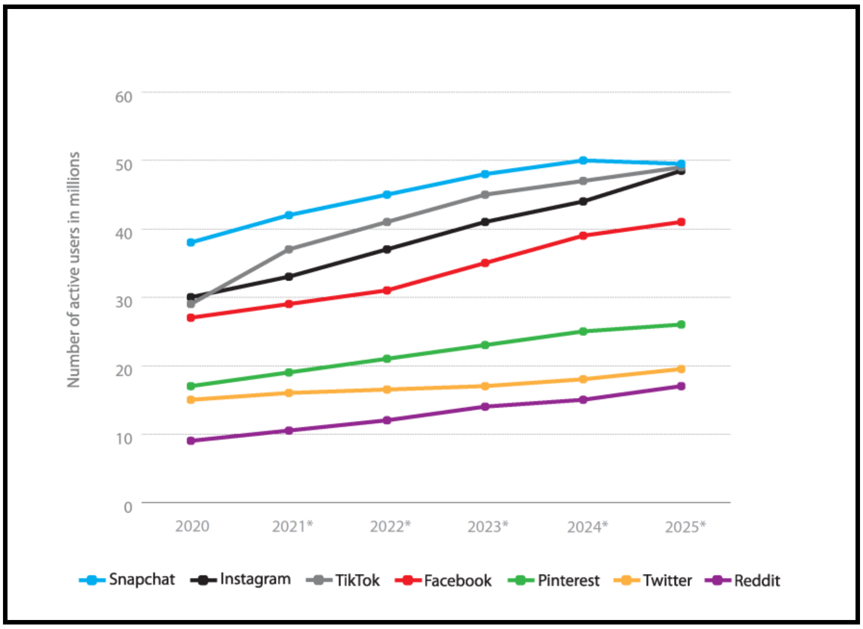

Figure 1. Number of Generation Z users in the United States on selected social media platforms from 2020 to 2025 *(in millions)*

Gen Z has also used social media to express their individualism, define their own digital identity and create and share content that reflects their exact values and passions. They have been described as 'mainstream but exiled' because they are less likely to care about fashion, music and entertainment trends and are more focused on family, friends, their job and their wellbeing. In one survey of Gen Z in 20 countries, 94 % define feeling mentally and physically healthy as key to happiness. Social media has helped Gen Z decide which organizations they empathize with and/or empathize with them. They identify with young, tech-savvy organizations offering services such as meal delivery, ride-hailing and music streaming which make their lives easier and saves them money. They also connect with businesses they believe defend their values. Their motivations may vary but 72 % of Gen Z consumers rated empathy as 'important' or 'very important' (KPMG Study: Reaching Gen Z in the time of COVID, 2023).

These platforms have great advertising capabilities, so it may not be difficult to reach Generation Z if you know how to communicate with them. Digital marketing and overall new media are the most important pillar of communication with this generation. They are in contact with digital technologies for several hours a day, so the right step for brands will be to focus on this communication. Generation Z needs to feel that they are connected to the brand, so it is more than important for the brand to be visible on social networks and to be able to interact with Generation Z customers. In this case, content marketing is also effective, where there are many ways to establish a relationship with the customer online. Consumers of this generation like to consume content, so it is more than a good idea to use this for the benefit of the brand.

When we mention social media, we are not only talking about brands communicating and advertising through these channels, but also about influencer marketing. For example, according to a 2021 Vidadu survey, 67.2 % of young people trust the influencers they follow and 53.6 % of those surveyed have already made a purchase based on a recommendation from an influencer (Vidadu, 2023).

An important aspect of Generation Z is word of mouth marketing. Individuals of this generation place great emphasis on recommendations from friends, peers, family, but also from the already mentioned influencers or brand communications on social networks (Mediaguru, 2017).

Whatever communication tool the brand chooses, it should take into account the visual processing. Growing up with computer games, television and YouTube videos, they pay particular attention to image content. Emoji, gifs, collages, and the images or videos themselves work best (Offrecord, 2016). Generation Z is called the first native digital generation, and therefore the main topic of marketing communications will always be their relationship to the internet and new technologies in general.

3. Methods

The article is based on the solution of information about Generation Z and our primary research is focused on Generation Z. The research was carried out in January 2023, and we will describe its methodology below. We researched Gen Z from the point of view of their media consumption and applied it to ask what communication from mobile operators would appeal to Generation Z to change/set up a mobile operator in order to improve communication in this segment. For this reason, in our research, we also examined the attitudes of Gen Z towards mobile operators on the Czech market and the use of their services.

W used logical methods - analysis, synthesis, comparison and deduction, as well as methods of content analysis in the theoretical part of the contribution.

3.1 Basic Characteristics of Realized Primary Research

The research carried out for the purpose of this work aims to understand the individuals of generation Z from the perspective of the brand and its communication, especially on social networks. The research part therefore focuses on how the representatives of Gen Z perceive brands, why they pay their attention to them and what is their approach to advertising. The obtained data and their analysis and comparison with the theoretical part will serve to meet the main goal of this article, which is a deeper knowledge of Gen Z on brands that want to target their marketing communications at this target group.

The following 4 research questions were defined:

1. What media does Gen Zspend the most time with and what content does it consume the most?
2. How to most effectively engage Gen Z by appearing on social networks?
3. Are recommendations, reviews and social responsibility important for Gen Z?
4. How does Gen Z perceive the marketing communication of mobile operators?

3.2 Methodology of Data Collection

A larger number of respondents is needed to objectively find out the opinions of the current generation, and therefore a quantitative research method was chosen, namely a questionnaire survey. The main advantage of the questionnaire survey is the potential to obtain a large number of respondents in a short period of time for minimal or no funds. There are tools to distribute the questionnaire online.

In the first phase of the research, we defined a research sample, i.e. individuals that we will address for research and who must meet certain conditions. The research is aimed at representatives of Gen Z. As mentioned in the theoretical part, the timing of Gen Z differs in many sources. For research purposes, we therefore used the average year of birth 1996. This means that the upper age limit of the respondent is 25 years, and the lower age limit is 18 years.

In the case where the subject of the generation operates the most on the internet, the most appropriate method is electronic inquiry. CAWI is a modern method of querying a web form. The answers are processed in electronic form, thus enabling fast processing and evaluation.

To create the questionnaire, we used the internet service Google Forms, which offers free creation of forms or questionnaires. A structured questionnaire containing 42 questions was used for the research. The content of the first questions of the questionnaire was the socio-demographic data of the respondents. The continuation of the questionnaire was accessible only to representatives of Gen Z aged 18-25. The following questions already sought information about the research part, i.e. opinions on the issue. The last part of the questionnaire was the issue of mobile operators, i.e. which mobile operator the respondents use and what tariff the respondents use. At the same time, issues related to services, calls abroad, monthly spending and its relevance, as well as qualitative aspects associated with the factors that decided on the choice of operator and which affect its possible change.

Everyone had access to a specially generated hyperlink to the Google Forms. The questionnaire was therefore distributed via the internet, specifically via the social networks Facebook and Instagram. These social networks are widely used by Generation Z representatives, so the questionnaire was shared among relevant diverse groups. Furthermore, the questionnaire was spread using an influencer on Instagram, who added a link to Instagram Stories, and thus addressed other respondents.

There is still a lack of surveys on this issue, which is why we consider this questionnaire survey to be a useful collection of information. The research was conducted in January 2023. A total of 569 respondents participated, of which 91 were excluded using an age-restricted filter question. As a result, 478 relevant responses were processed.

4. Results and Discussion

4.1 The Markets of Mobile Operators in Czech Republic

Operators O2 Czech Republic, T-Mobile Czech Republic and Vodafone Czech Republic and Nordic Telecom operate in the Czech Republic. In 2019, total sales were CZK 82.4 billion (O2 38.8, T-Mobile 28.3, Vodafone 15.3) and profit was CZK 19 billion (O2 5.5, T-Mobile 12, Vodafone 1.46). Nordic Telecom is not a real area operator like the other three operators. It focuses on 5G networks and coverage of dense agglomerations (it provides fixed wireless Internet). Nevertheless, you can buy its SIM card, which uses the national roaming of the joint O2 and T-Mobile networks. Around 200 companies providing mobile services operate on the Czech market. However, the majority of the market is still controlled by the three main telephone companies, whose services are complemented by virtual operators. T-mobile remains the largest operator with 6.2 million mobile customers. In second place is O2 with 5.8 million mobile clients and Vodafone in third place with 3.9 million.

Virtual operators, according to ČTÚ data, have a share of approximately 7 % of the total number of SIM cards. Therefore, they are practically no competition for MNO operators, especially when using their infrastructure. MNO operators have a combined share of around 93% of the total SIM cards, and due to the stagnation of virtual operators, which remain stable at around 7 %, they are no competition.

There are 3 largest operators on the Czech market, who set the direction in the field of telecommunications. O2, T-Mobile and Vodafone. Each operator competes with each other, but T-Mobile remains at the forefront.

O2: sales for 2020 were 39.8 billion, registered number of SIM cards in 2020 – 5.986 million, first place in the launch of 5G network, overall decrease in sent SMS, MMS – expansion of mobile data.

Vodafone: sales for 2020 were 14.7 billion, connection with UPC – greater market power, functional 5G network, unlimited internet at a price of 599, over 4.5 million customers. T-Mobile: number of customers – 6.2 million, sales for 2020 was 28.3 billion, the number of customers with a mobile tariff. (Kusá, Pátík, 2022)

According to cable.co.uk, as of 5/02/2021, the Czech Republic has the 210th cheapest data in the world (that is, out of 230 countries surveyed, it is the 20th most expensive in this regard) And that is one of the things that another operator could clearly change in the market.

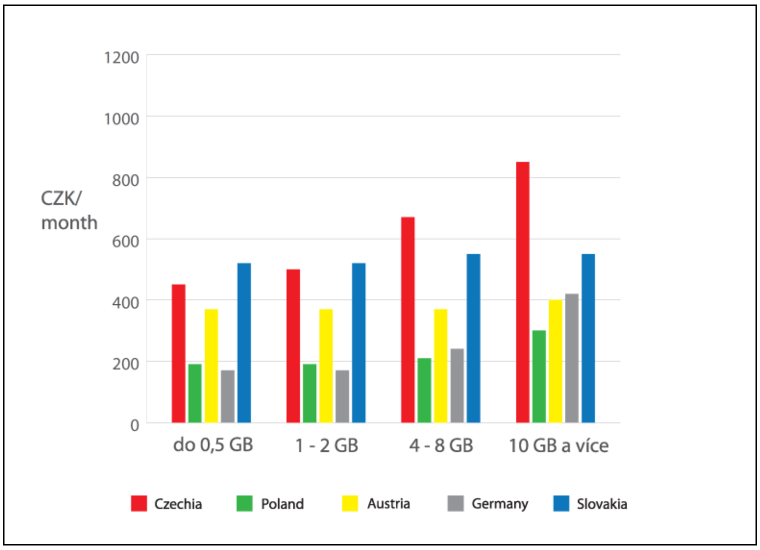

Figure 2. Comparison of mobile data prices in selected countries

According to statistics, the number of people using tariff services in the Czech Republic is gradually increasing. Last year, 10.7 million active tariff SIM cards were registered, five years earlier there were 1.5 million fewer. In addition, the number of prepaid SIM cards has dropped by almost a million to less than four million since then.

Of the other data published by the Czech Statistical Office (ČSÚ) in October 2021, the following are particularly important in relation to Generation Z:

Over 97 % of Czechs over the age of 16 use a mobile phone:

- 16-24 years: 99 % smartphones
- 55-64 years: 60 % smartphones
- 75 years and over: 8 % smartphones

65 % of people use their mobile phone to access the Internet (2019):

- 16-24 years: 97 %
- 55-64 years: 53 %
- 75 years and over: 3 %
- 18 % of people only connect via WiFi
- 3 % of people connect only via mobile data
- 4/5 people use both data and WiFi
- WiFi only: disabled pensioners (31 %), seniors (38 %)
- both types of connection: persons aged 16-24 (85 %) and 25-34 (86 %), most often university educated (87 %) (Czech Statistical Office, 2022)

4.2 Mobile Operators in Czech Republic and Gen Z

The results only confirmed the absolute dominance of the three main mobile service providers.

However, a certain surprise for us was the finding that the share of individual operators does not correspond to the overall ranking of the market in the Czech Republic. 72 % of interviewed students use the services of T-Mobile and Vodafone, only 20 % are with O2 and up to 8 % of students have a virtual operator. We attach this fact to greater marketing targeting of both Vodafone and T-Mobile.

For virtual operators, it will clearly be the price and simplicity and clarity of their tariffs.

Most students use a flat rate. Only 25 % of students use a prepaid card.

82 % of respondents said they use a combination of calling and mobile data. A slight surprise for us is the decline of interest among students in SMS. Only 3 % of respondents mentioned this service.

So far, only 30 % of students use the unlimited tariff. However, half of the interviewed students who do not currently have an unlimited tariff are considering switching to this type of tariff. It is therefore clear from the research that this type of tariff is interesting for our target group and there is interest in it. Only 6 % of respondents spend more than CZK 700 per month on mobile services. 67 % do not spend more than CZK 500 on services. Our research showed that the CZK 500 limit will be very important within our target group.

For the questions in which we let our respondents express whether the prices correspond to the services provided, the result was relatively predictable for us.

Only 11 % of students surveyed said that the prices they pay are adequate for the services provided. The rest stated and had the impression that the prices do not correspond to the services provided. We attribute this to the fact that prices in the Czech Republic are high compared to Europe, but also to the fact that it is natural for us to want "a lot of music" from little money. The research showed that 40 % of respondents "hear" about the cost of calls and 50 % about the size of the data package. The result thus confirmed the preferences and importance of these two services. At the same time, up to 50 % of respondents are influenced by the experience and recommendations of the operator by family members. 20 % then commented on friends' reviews, 20 % used one of the online comparators and only 3 % mentioned advertising. It is also clear from the result of this question that mobile operators should focus their attention not only on this target group, but also on their parents. 30 % of respondents have changed operators once in the past. 10 % changed operators more than once and as many as 60 % of respondents never changed operators.

The following question found what (would) be the reason for switching to another operator. As many as 85 % of respondents said that it should be an offer of a cost-effective package of mobile services and 10 % would not change the operator.

The result of these questions shows that only a small part of students have so far used the opportunity to change the operator, but the research also confirmed that the reasons for its change absolutely dominate over other decision factors price cost advantage of services.

What services do you use the most?

Do you use an unlimited tariff?

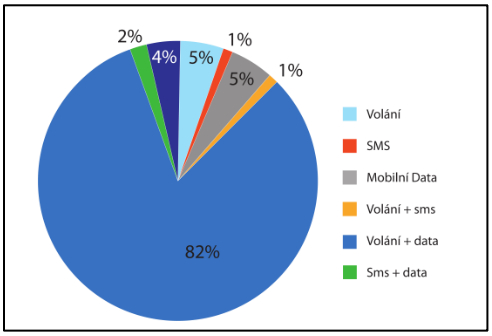

Figure 3. Most used services

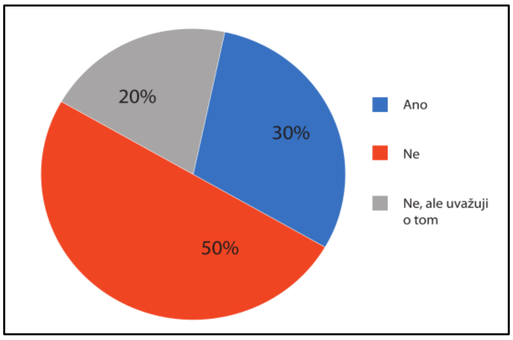

Figure 4. Unlimited tariff

How much do you spend per month on the operator's services?

Is the price you pay adequate for the services provided?

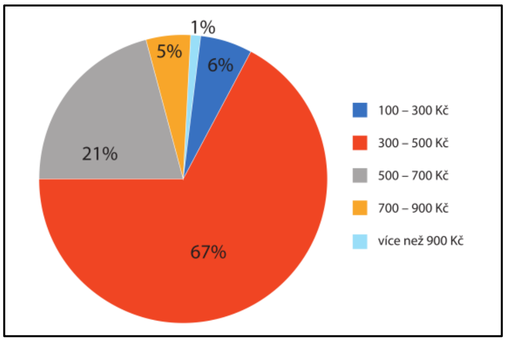

Figure 5. Monthly spend

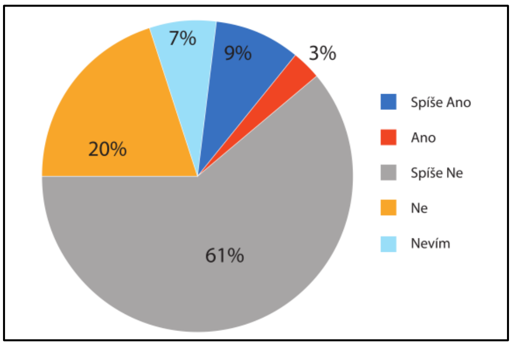

Figure 6. Relevance of price vs. service

What influenced you when choosing an operator?

With this question, we found what influences our target group when choosing an operator.

The questions concerned both the services that students receive for their money and the external influences that can influence their decisions.

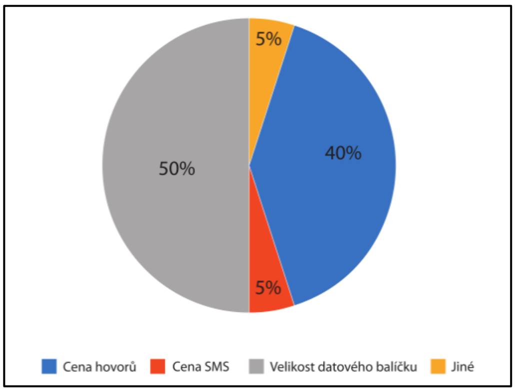

Figure 7. Influence on operator selection

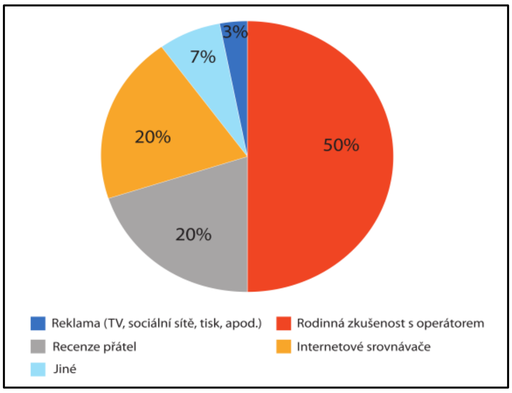

Figure 8. Influence on operator selection

4.3 Results of Primary Research

The aim of this part of the research was to approach generation Z and specify appropriate marketing communication. Subsequently, 4 research questions were defined, which helped to create a clearer picture around the Z generation.

1. What media does the Z generation spend the most time with and what content does it consume the most?

The first research question asks what media generation Z uses and in what form. The accumulated results show a fairly clear answer, i.e. that traditional media and forms of marketing are declining in importance and may not be effective for Generation Z. It is most popular due to the characteristics of Gen Z of the internet and social networks. Generation Z uses social networks for more than 6 hours a day, communicates with their peers and spends their free time there. They prefer to consume visually nice content that includes images, videos, and other more creative solutions than plain text. In addition to the Internet and social networks, television is still important for Generation Z. Other traditional media such as print and radio are still ubiquitous, but largely overlooked by this target generation. The press is replaced by online magazines, newspapers and Z-generation radio used in the form of online streaming services such as Spotify or YouTube and others. The internet helps brands to get as close as possible to this generation and direct their attention towards themselves.

2. How to most effectively engage Gen Z by appearing on social networks?

In the previous research question, we defined that brands best form a relationship with Generation Z through social networks. From the results of the questionnaire survey, we can conclude that 76 % of representatives of this generation monitor the accounts of various brands, companies and enterprises and like to communicate with them via online platforms. The vast majority of the Z generation admits that they are partly influenced by marketing and place 56 % emphasis on brand communication on social networks. The most used is Instagram, followed by YouTube and Facebook with TikTok on the rise. As a result, any brand that wants to target Generation Z should take its place in the world of social networking and establish a relationship of sincerity, naturalness and creativity.

An important part of brand communication on social networks is influencer marketing. It is very close to generation Z and is a suitable way to spread brand awareness among this target group. Over 70 % of Generation Z representatives monitor more than 6 influencers across different platforms, and most of them are partially aware of their impact on their consumer behaviour. Advertising content is growing in popularity if it has audio-visual content in the form of videos and animations, an original idea and a carefully selected face of the campaign. On the other hand, it discourages them if the brand cooperates with too many influencers without a logical connection and if advertising is forcibly imposed on them.

3. Are recommendations, reviews and social responsibility important for Generation Z?

The third research question deals with aspects of recommendations, reviews and social responsibility, which are topics that seem to be important for the Z generation. In terms of recommendations, the representatives of the generation have shown interest in recommendations from their loved ones and friends. As many as 84 % of respondents answered that they rather or strongly agree to consult with a circle of friends before buying. The recommendations therefore have a great deal of weight in the decision-making process, but it depends on who exactly the recommendation is from. Recommendations and reviews within influencer marketing, for example, are highly popular, but considerably lower than in the immediate vicinity. According to the results of the survey, we learned that up to 90 % of Generation Z read reviews on web portals or watch them in the form of videos.

Generation Z is far more interested in current social issues than previous generations, but it is still not a top priority for them, as some media have pointed out in the theoretical part. Generation Z perceives and monitors how brands respond to environmental issues or working conditions, however, what seems to play a bigger role is the price and quality of the product. As many as 87 % of Generation Z expects high brand product quality from the brand, followed by a friendly price and social responsibility as already mentioned. It is also necessary to mention the interest of Gen Z in discount promotions, which can also be a suitable way to get the attention of existing and potential customers.

An important aspect for Generation Z is quality and trust. Trust has proven to be one of the most important features that Generation Z is looking for in relation to the brand. Brands should listen to Generation Z and not merge it with the previous generation. An important finding is the awareness that Generation Z wants brands to be interested in social issues, to be open and to create campaigns with an imaginative idea and to be able to differentiate themselves from the competition in a natural and non-violent way.

4. How does Gen Z perceive the marketing communication of mobile operators?

Table 1. The perception of operator's marketing and marketing communication

How do you perceive the marketing, communication and advertising (TV advertising, billboards, operator stores and others) of your operator? - I like it	Yes	64.5
	No	35.5
	Total N	403
It is not important for me	Yes	58.3
	No	41.7
	Total N	403
It is good, it adresses me	Yes	51.4
	No	48.6
	Total N	403
The competition has better	Yes	24.8
	No	75.2
	Total N	403
I don't care and am not interested in the communication and advertising of the operator/operators	Yes	54.8
	No	45.2
	Total N	403

With this question, we focused on the field of marketing, marketing communication, advertising and other forms of operator communication. It is therefore a question that is very important for us in terms of the solved problem, the established premises, and it is also very important for the design part. 64.5% of respondents like the communication of their current operator. But this indicator must be combined with the answers to other sub-questions within this question.

However, for 58.3% of respondents, the marketing and marketing communication of the operator is not important. Only 51.4% of respondents' marketing and marketing communication appeal to the operator (that is, it leads to an emotional or rational reaction). For their own operator, 75.2% of respondents hold the opinion that their operator's communication is better than that of their competitors. And finally, 54.8% of respondents are not interested in marketing, marketing communication and advertising and do not care.

The results of the survey showed relatively clearly what services university students are interested in, which aspects are key for them and what prices they are able to accept for these services.

A substantial part of the respondents is influenced by the experience and recommendations of the family when choosing an operator, and even larger parts of the respondents still pay their expenses for mobile services to their parents. It is therefore likely that it is the parents / family that will have a significant say in the choice of mobile operator and services.

Marketing communication should therefore go in this direction as well.

We would primarily recommend mobile operators to target their campaigns not only at the target group of university students themselves.

5. Conclusion

Based on the analysis of data obtained from secondary research, we conclude that the mobile communications market in the Czech Republic is not fully competitive. The results of the research show that the portfolios and business strategies of individual operators in the Czech Republic are very similar. However, the Czech Telecommunications Authority stated in its latest analysis that the mobile market in the Czech Republic is not fully competitive because operators act in so-called tacit agreement. According to the office, the fact that the competition takes place at non-public discounts, and not across the board at list prices, contributes to this.

Marketing, marketing strategy and marketing mix is a dynamic field that reflects the development of the market, consumers, technology development and other key factors. For this reason, the classic 4P marketing mix is no longer completely sufficient, which is why we encounter its expansion to 6P, 8P, and thus 9P. The new components of the marketing mix - people, processes, physical evidence, productivity and packaging - are the ones that confirm the dynamics of today's world. Their importance continues to grow. For the marketing mix as a whole, we can also assume further development and thus the possible expansion of the P model by other components. The focus is on the consumer and their needs, so the 4C model is more complex than the 4P model, which is the company's point of view. The 4C model is the consumer's point of view, and understanding this is a key factor for an effective marketing strategy for a company operating in the market. Marketing is a discipline whose role in the achievement of global corporate strategies is continuously growing, and therefore it can also be assumed that marketing and marketing management will be key elements for the success of every company operating on the market and all the elements mentioned above can be the subject of further research.

From previous secondary research and also specific surveys conducted by us on the target group Gen Z, we state that the shopping behaviour of these consumers has changed, to which digital technologies, the connection between the virtual lifestyle and the real, perception of trends in marketing communications and especially the world of social networks contribute significantly. This so-called connected consumer is characterized by a fast way of life, without perceiving space-time as a problem, creating communities with common interests and preferences, sharing and creating content on social networks, communication without borders and barriers. Other questions arise that need to be considered. What will consumer behaviour look like in 5 years? How will marketing and marketing communications change? Concepts can be assumed, but the psychographic characteristics of consumers will continue to influence primary and secondary groups and the market environment.

Like marketing, marketing communications are a dynamic field that reflects market developments, consumers, technology developments and other key factors. In this regard, we talk about the so-called tools of marketing communications of the 21st century. With the overall situation, we encounter a significant increase in online marketing communication tools, where the internet and online as such occupies an important position in the strategies of companies and consumer behaviour. The internet is a medium that can immediately provide information about the effectiveness of the advertising format and can also easily measure where the company receives the most visitors to its website, online PR, advergaming, search engine marketing, e-mailing campaigns, affiliate marketing, content marketing. The latest trend in the use of AI technologies in the form of chatbots and other tools.

The tools of the "classic" communication mix are also being developed, and we are currently encountering tools such as mobile marketing, guerrilla marketing, word of mouth marketing, neuromarketing and product placement.

Overall, we are talking about integrated marketing communications as a model that combines both classic and modern tools of marketing communications. It can be said with almost certainty that the integration of marketing communications tools will continue, with a reflection on key changes in company strategies and changes in consumer behaviour. Of course, the dynamics of marketing and marketing communication will also clash with the evolution of Generation Z, which is the main target group of our research. As we found from both primary and secondary data, this is the digital generation, but we think that companies should not forget about other tools of the marketing mix and communication mix in their strategy, which can be an input for further research also with regard to the generation coming after Generation Z.

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Authors contributions

The contribution of each author is the same. All three were responsible for the theoretical part of the paper, prof. Kusá

was responsible for the research design and Dr. Pátik was responsible for data collection. Dr. Pátik and Assoc. Prof. Galera Matúšová drafted the manuscript and Prof. Kusá revised it. All authors read and approved the final manuscript.

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The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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