

Abstract

Telecommunications technology surrounds us every day. Generation Z, along with Millennials, are the so-called digital natives and currently represent the strongest direct and indirect buying power. Companies have thus shifted their communications in a big way to the digital space in an effort to effectively target and reach this age group. This bachelor thesis compares the communication strategies of telecommunication brands T-Mobile, O2 and Vodafone on social media platforms, specifically Facebook, Instagram and TikTok. It focuses primarily on the effectiveness of communication and the ability to adapt trends that appeal to Generation Z. The theoretical part of this thesis introduces and explains basic terms such as Generation Z, trends, social networks and influencer marketing, which are key to this thesis. In the methodological part, the author presents four set research questions, which are answered in the conclusion of this thesis. The research part of this thesis is divided into two parts - an analysis of telecommunication brands' communication on selected social media platforms, which focused on the time period from August 1, 2023 to February 29, 2024, and a quantitative questionnaire survey. The research part of this bachelor thesis shows that the T-Mobile brand performed best not only in content targeting but also in actually reaching members of Generation Z with its social media communication targeted at this age group. The main reasons were the selection of appropriate and relevant influencers, celebrities and trends, the subsequent appropriate processing of these trends and unified communication using language close to members of Generation Z. Although members of Generation Z are looking specifically on social media for various recommendations and tips on products and services, the answers of the survey respondents show that even if they were more attracted by the communication of a competing operator, most would still not switch to another operator than their current one. The answers to the research questions were formulated by the author on the basis of data obtained from the quantitative questionnaire survey combined with information obtained by analyzing the communication of telecommunication brands on the selected social media platforms. The analysis of telecommunication brands' communication on the chosen social media platforms is very descriptive and although the author tried to supplement all her claims and findings with sufficient data and statistics to justify them, the interpretation may be influenced by the author's subjective perception. In the same way, the interpretation of the results obtained from the quantitative questionnaire survey may also be affected. Possible future research on this topic could provide more detailed information and clearer results, considering a more in-depth questioning of a larger sample of respondents.