

The Digital Face of Municipalities: A Neuromarketing Study of Website Attractiveness and Effectiveness for Ecological Generation Z Users

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Abstract

This paper examines the effectiveness and attractiveness of Slovak municipal websites as part of the broader process of digital transformation and innovation in public marketing communication. The aim of the paper is to evaluate the efficiency and emotional appeal of municipal websites from the perspective of Generation Z, an ecologically and digitally oriented user group. The effectiveness of municipal websites was assessed using quantifiable indicators such as clarity, loading speed, accessibility, and informational complexity. The attractiveness of the websites was examined using neuromarketing methods, such as emotional arousal analysis, emotional valence analysis and eye trajectory analysis which reveal users' visual attention and emotional responses. Supplementary structured interviews were also used. The neuroscience component of the research involved 16 participants from Generation Z, aged 19–24 years. The results suggest that local governments are not fully exploiting the potential of digital space and that website design significantly influences emotional engagement and perceived trustworthiness, especially among younger, environmentally conscious users who expect transparent, accessible, and environmentally responsible digital communication. The study contributes to understanding how neuromarketing insights can optimize digital communication strategies within public institutions, making them more attractive, transparent, and aligned with the expectations of new generations of ecological users.

