

## The Value of Marketing Communication Innovations and Digital Trust as motivators of Generation Z Online Behavior

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### Abstract

The dynamic digitalization of society is fundamentally transforming the ways in which Generation Z perceives brands, responds to marketing communications, and embraces digital innovations. As the first cohort to grow up in a fully online environment, they demonstrate a high level of digital competence, but their behavior is also shaped by psychological and perceptual determinants, primarily Digital Trust and Perceived Innovation Value. The present study focuses on the analysis and evaluation of the relationships between individual constructs, Digital Trust, Perceived Innovation Value, and Online Behaviour of Generation Z. The empirical part of the research was conducted through a quantitative questionnaire survey, while the Structural Equation Modeling (SEM) method was applied to verify the model and test hypothetical relationships. The methodological framework allows us to identify the structure of relationships between the investigated constructs and describe the mechanisms of their interaction in the digital environment. According to the findings, Generation Z responds positively to innovative marketing approaches that bring perceived added value in the form of interactivity, personalization and functional originality. The results point to the need for transparent, trustworthy and innovation-oriented digital strategies that support trust and long-term engagement of Generation Z in the online environment.