This bachelor thesis is dedicated to the psychological topic of persuasion and it brings findings from the theoretical background of the topic as well as a design of a practical application in the field of restaurant services. The theoretical part is focused on the definition of persuasion, ethical aspects and factors which appear in the proces of persuasion. The main stress is put on the presentation of these findings in the context of restaurant services; the studies are therefore presented on the example of a visit of an imaginary restaurant. The practical part of the thesis is focused on a design of a specific project. It desribes an experiment which would compare the efficacy of the principle known as social proof in both idividualistic and collectivistic cultures.