

Abstract

This bachelor thesis focuses on the phenomenon of influencers on social media and their use as part of marketing communication. The purpose of this thesis is to explore the attitude of Generation Z towards influencer marketing on Instagram. Theoretical part of this thesis defines the terms influencer and influencer marketing. It discusses the benefits, risks, costs and options of collaborating with influencers. It also offers an overview of qualities that influencers should possess and presents the legislative and ethical framework for influencer marketing in Czech Republic. The second part of this thesis collects information from in-depth interviews with representatives of Generation Z and shows how they perceive influencer marketing on Instagram.