

## **Abstract**

The bachelor thesis focuses on the topic of marketing aimed at children in the online gaming environment, specifically on the children's perception and understanding of it. The theoretical part defines the concept of marketing aimed at children and deals with the associated legislation. It then examines marketing in the online gaming environment, its development and its form in two selected cases, i.e. within the Roblox gaming platform and in the Fortnite game. Subsequently, the thesis examines children's perceptions of marketing based on previous research and the critical perspective of experts on marketing in the online gaming environment aimed at children. The research part of the thesis investigates the perceptions and understandings of marketing to children in Roblox and Fortnite by children aged 8-17. The results of the quantitative questionnaire survey show that only two-fifths of children understand the marketing purpose of brands within games. However, this ability improves with age. At the same time, a possible correlation was found between understanding of the marketing purpose and two other factors: time spent with the games and interest in making purchases in both of the games.