

## **Abstract**

This work titled Advertising impact of influencers as perceived by the young online users defines the term influencer in its theoretical part, offering several perspectives through which this phenomenon can be viewed. For example, the number of followers on influencers' profiles, the interaction between these two sides, or the characteristic features of influential figures, such as their behaviour on the Internet. Furthermore, this work deals with influencer marketing, some types of collaboration between influencers and companies within social media, and the issue of tagging the sponsored commercial content. Also, one of the chapters summarizes some of the findings from several relevant studies, creating an initial insight into the topic. The research part of this work explores the issue as perceived by the young online users, using the research sample comprising 179 respondents in the range of 16-26 years old. The data collected through the electronic standardized questionnaire revealed, for example, that respondents require tagging sponsored posts on influencers' profiles, even though they trust these commercial posts less. Also, the pattern of behaviour hinting some verifying information before immediate trusting influencers' recommendations was indicated. The analyzed answers also point to the fact that respondents don't like the current upward trend of influencer marketing.