

## **Abstract**

With a growing need to differentiate themselves on the market, companies are increasingly turning to influencers to engage potential customers. This bachelor thesis focuses on the role of authenticity in influencer marketing campaigns in the foodservice industry. The thesis first builds a theoretical foundation where the concepts of influencer marketing, authenticity and its influence on consumer behaviour are defined. In order to answer the research question of whether authenticity plays a role in the success of influencer marketing campaigns in the gastronomy industry, a mixed-methods research involving qualitative social media analysis and quantitative questionnaire survey was conducted. In the practical part of the thesis, two specific campaigns are examined: the collaboration of chef Přemek Forejt with McDonald's and a youtuber duo called Kluci z Prahy with Wolt. The analysis of social media, specifically YouTube and Instagram, where the campaigns were primarily communicated, and the subsequent questionnaire survey revealed that authenticity is important for the success of campaigns in gastronomy. Authentic communication was associated with positive audience reception, while an inauthentic approach resulted in negative reactions. Due to the complexity of the issue, this paper does not provide generalizable results, but it can serve as a basis for future studies that could explore the concept of authenticity and its influence on consumer behavior more thoroughly and with a larger sample of data.