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**TO WHAT EXTENT HOUSEHOLD MEMBERS INFLUENCE THE
PURCHASING DECISIONS OF FACEBOOK USERS IN CASE OF
SELECTED PRODUCTS? NEW FACEBOOK AD TOOL
CONSIDERATION**

Abstract:

Facebook has played a significant role in the advertising budget of companies for a long time already. This social network provides complex advertising tools for organizations. For example, there is a possibility to target one advertisement to all family members or only to that household member who has a decisive influence on consumer decisions in a given household. Identifying people who actually make decisions about household purchases means more effective advertising for businesses. The article presents the results of surveys research conducted on Polish Facebook users. The research concerns consumer decisions taken in relation to various types of products. Different household sizes and different incomes were included.

Keywords:

consumer decisions, Facebook, advertising, household, social media

JEL Classification: A10, D19, M30