

Abstract

Nowadays with the development of new technology and the globalization of the market, companies must offer their services in a different way.

Internet has fundamentally changed every aspect of our life: from how we interact with family, friends, coworkers and how we do businesses. This technology is now considered indispensable to many people.

In this highly competitive century, internet offers both opportunities and challenges. The concept of web marketing is top of mind for many marketers and entrepreneurs today. Fans are assuming an increasingly active role in co-creating marketing content with companies and their respective brand. The aims of this study is to provide an empirical analysis of the web marketing element or variable I choose which affect consumer buying behavior in online markets. Based on the Xiaomi success story in China, we will try to know if this innovative business model which is a internet based business can also be successful in Surabaya.

Keyword: web marketing, internet, Xiaomi, consumer buying decision,