Use of the Internet in designing an effective organization

Name of the Student

Name of the University
Introduction

Technological innovation has driven organizational change that has resulted in increased effectiveness and efficiency. This dates back to the substitution of machines for manual labor. Considering the recent developments in technology, the internet has driven organizational success to a much higher level. The major factor that led to the adoption of the internet in various organizations and at all levels is the speed of communication and workflow. Earlier ordering stock quotes and requisitions would take as much as five to seven days in processing. Now with the use of the internet, getting stock quotes, sending mail, updating stocks, receiving and resolving complaints are done in less than a minute. Rather it takes few seconds to draft a mail, get real-time updates on employee performance or fetching financial information. It has led to process automation. In other words, it has become the most important resource in an organization. With the advent of globalization, where organizations conduct business across a host of nations, either through transnational or multinational entities, the internet has become the most critical resource. Trade facilitation would not have been much effective had there been no internet. This has not only led to the expedition of business processes, but it has simultaneously reduced the cost of operations. Organizations only incur the initial cost of setting up the process, but the long-run cost of business is significantly reduced. Earlier organizations would incur significant printing charges, postal charges, high manpower cost which has been almost reduced to zero or has become negligible after the implementation of the internet.
The relevance of the internet in designing effective organizations

With growing competition, organizations want to enjoy a competitive advantage and be on the top. This requires it to reduce its cost in order to earn higher profits. The Internet has led the technological innovation in businesses around the globe. Organizational effectiveness and efficiency refer to the achievement of targets and objectives in less time and with optimum utilization of resources. Resources are limited and cannot be utilized at full capacity to meet strategic organizational goals. To ensure business sustainability, the internet has become the most critical medium why organizations use it to run their business operations. It has become the most innovative medium through which information is communicated. It refers to the transmission of information and communication through electronic channels. Data and information have become the medium of exchange and might replace money in the future for conducting a business transaction. Thus, the internet has become an irreplaceable asset that aids in supplementing organizational effectiveness (Anandarajan and Simmers, 2002).

It primarily supports the organization in three ways that lead to its effectiveness and efficiency. It offers speed, volume and cost advantage to organizations. These are the three important factors that will drive organizational success. It processes information in a few seconds to organizations’ stakeholders. Information, if processed to the right person at the right time, will lead to operational efficiency that is leveraged by organizations to become successful. Through the internet, organizations can communicate with their customers, suppliers, shareholders, external regulatory authorities in real-time. Earlier information on dividends paid to shareholders and payment of dividends would take substantial time, which includes the time of sending the cheque through post offices and courier services. With the use of the internet, organizations can
share information and transfer dividends directly to the bank accounts of their shareholders in a matter of few seconds. It has led to faster processing of customer orders. The Internet has led to the integration of the supply chain, which helps organizations process information from the customers to their suppliers in real-time. Earlier, this process would take substantial time leading to delayed decision-making. Earlier organizations would incur high costs in processing and send a large volume of information to their vendors, customers, regulatory authorities, etc. Now it can send a large volume of data to its stakeholders at a reduced cost. There is no documentation, storage and maintenance cost. Digital copies have zero cost, as it does not require physical paper and ink. Organizations save space as earlier there were large files where financial records were kept. Now the same data can be saved in digital storage spaces called cloud storage, which can be retrieved at any time. It ensures effective decision-making as it facilitates the flow of information to the management in a few seconds. The Internet has reduced the use of human capital, unlike where organizations would employ people to prepare such data and update it on a regular process. It now does the same work with less workforce as literally the entire work is automated (Sudweeks and Romm, 2012).

**Key requirements in implementing the internet in organizations**

Implementing the internet in organizations requires physical and non-physical resources. Successful implementation would require a blend of physical and human resources. Internet requires a platform that will be used as an input and output device to feed and fetch information that is critical for effective decision-making.
It cannot fetch data and information on its own. It requires an external source from which the data will be fed, and it will effectively interpret and transmit it to the related entities in an organization that requires that information. Thus, human capital is also another critical factor in implementing the internet in the organization. Though it requires less manpower, it still requires it in order to feed the relevant information. Internet requires fewer people and cost in transferring information, but the requirement of information by organizations is not affected. Organizations are managed by people who require information to manage the business operations and take decisions that will add to the effectiveness. People in an organization who uses the internet for sharing and communicating information at various levels require professional expertise and a special skill set. High networking and computer knowledge is a prerequisite in the implementation of the tool. Organizations should ensure and assess the training needs of its employee so that they can effectively use the internet to communicate and share information (Anandarajan and Simmers, 2002).

The physical components that are required to implement the internet in the organization are computer machines, servers, computer peripherals, etc. These are the input and output devices that are used in feeding data and information which are transmitted through the internet for consumption by various stakeholders of an organization. Implementing internet in organizations also requires a technical team that will resolve any internet-related issues. This team comprises members who have professional expertise in the domain and offer technical support to the organization in cases where there are network disruptions hindering the operational flow. Organizations should also ensure that the tool is not misused by any of their employees that will lead to consequences affecting its sustainability. It should also ensure data
protection and prevent data and information theft. Proper security measures should be implemented that will secure the data which might be readily available to all the stakeholders. Effective access should be granted to the employees; else it will lead to data and information redundancy which will hinder organizational effectiveness (Sudweeks and Romm, 2012).

Organizational change or restructuring as a result of implementing this topic

Internet applications can be considered a tool that enhances organizational performance. Organizations in earlier years were totally dependent on manual labor, but by utilizing this application, firms can gain a competitive edge. Competition is one of the vital elements which have facilitated the growth of the Internet. Technological advancements have led to organizational growth and less human error. Organizations before the implementation of this topic were dependent on human resources. Strategies were implemented by firms in order to acquire the best talent within an organizational system. On the contrary, Internet or Intranet applications will provide a medium to firms whereby they can directly access data without any manual help. Organizational change is bound to happen with the introduction of this technological tool. This is simply because new features of the application will be incorporated which needs to be well understood by employees. It can be stated that earlier firms were inclined towards training employees on basic functions, but in a later phase, the focus would shift towards the technical training of employees. Team members should be aware of technical intricacies associated with Internet applications to ensure maximum utilization of resources. Organizational change will be observed in the context of continuous training and development programs of employees. This change shall have positive implications on the system because employees can
put across their queries through such training programs. To be more precise, it is a procedure by which employees can be aligned with common goals or interests. The organizational restructuring would also occur in the form of elimination of human capital and more focus on technical equipment. Internet shall be able to reduce manual work along with the probable human error. Reduction in the workforce will prove to be a major organizational restructuring process. In earlier years, more importance was given to the development of employees, where proper training programs were designed along with reward management and performance appraisal schemes. However, the growth of Internet applications will lead to less investment in human resource management and more funds allocated towards technology-based applications. Organizational restructuring shall be prominent in relation to the management of files, information, etc. It is evident that information will be more efficiently managed through these applications instead of involving human resources. Employees being recruited will be reduced to shift fund allocation towards other operations. Internet usage will also result in a centralized decision-making approach. In earlier times, information was department-specific and on being communicated often got adversely affected. Internet will support a cloud-computing approach where team members can access data as and when required without resulting in any form of misinterpretation. Apart from data accessibility, there can even be some negative impacts of organizational restructuring like greater dependency on the Internet in comparison to the management. Before the incorporation of Internet application, face-to-face interaction was relatively more, which prevented many misunderstandings, but organizational change shall provide a medium that can initiate team conflict. In the overall context, the organization will
change in terms of efficiency, less human error, centralized structure, rapid data accessibility, dealings in the large volume of data, etc. (Jacobs and Yudken, 2004).

**Past successes or failures in implementing the internet in organizations**

Organizations across the world have potentially benefited from the implementation of the internet in many ways, but at the same time, it has been subject to failures. Though the pros of the implementation significantly outweigh the cons, organizations should still consider the impact of the implementation of the internet. The cost-benefit trade-off is high in the implementation of the tool. Organizations in the past have successfully implemented the internet to increase its effectiveness. Various business sectors have grown exponentially and enjoyed a competitive advantage. The retail sector, in particular, has enjoyed increased efficiency after the implementation of the internet. The Internet has led to the integration of the supply chain in the retail industry. All the stakeholders in the supply chain are integrated through the internet, which facilitates information sharing in real-time. Earlier, there was a long waiting time for the customers as orders were made physically through the post. Retailers had to maintain a high inventory that led to increased cost. Market externalities also affected the flow of inventory. The Internet has totally changed the retailing landscape. Retailing has become online and is known as E-tailing. Retailers now, through an integrated supply chain, do not require maintaining a high volume of inventory. The Internet has made the shopping experience of the customers much more convenient. Businesses now enjoy a lower cost of advertisement as the printing cost of fliers and various other promotional banners are eliminated, and it was mailed to the customers through the internet (Khosrowpour, 2003).
Despite the success of implementing the internet in the organization, it also led to failure. During the emergence of the IT sector, many organizations laid off their workforce. Internet implementation requires a high level of knowledge and skills. The workforce than was also aging that coupled with the problem of the training needs. The technological change, i.e., implementation of the internet, was not favored by many as they were not capable of adapting to the new technology, and age was another factor. This led to organizations offering voluntary retirement services to their aged employees. The use of such technology was aimed at increasing workforce productivity, but the implementation sparked repercussions in the workforce supply in the short run. Organizations were left with fewer people and the workload increased. This reduced the overall productivity of the organizations. The information technology sector was characterized by a large workforce gap that led to major US companies outsourcing work from emerging economies at cheap rates. The domestic unemployment rate surged owing to the development of the sector initially, but in the end, it achieved equilibrium (Khosrowpour, 2003).

The costs involved in implementing the internet in organizations

Implementation of the internet in organizations has a high tradeoff between cost and the benefits associated. Despite its benefit that adds to the organizational effectiveness, it owes inherent limitations that can impact the organization and might lead to failure. Its implementation requires a high cost of establishment. The initial setup cost is high. It requires professional expertise in handling transactions, sharing information and data online with clients and stakeholders. A good level of knowledge is imperative to operate systems that run on the internet. Today virtually all organizations and business processes require the internet. Industries like
manufacturing, automobile, pharmaceuticals, banking and insurance run equipment that is automated and use the internet. Even manufacturing equipment is run on the internet, which controls the input mixtures. This requires a high level of knowledge, and organizations have to employ people at a higher cost. The existing workforce needs to be trained, and required skills need to be developed that will meet organizational requirements. The training costs are comparatively higher, and organizations need to continuously assess the training needs to align the workforce with the organizational practices. Implementation of the internet requires a fewer number of people as this leads to workforce layoff. There may be employees who may not be in favor of the change and might lead to conflicting behavior in organizations. This will impact the resource sharing and allocation between the employees. The organizational culture will be affected, which will lead to high employee turnover resulting in low productivity. Employee lay off owing to technological change affects the workforce productivity ratio. This eventually leads to paying a high compensation package to the highly skilled workers that match the organizational skill sets (Anandarajan and Simmers, 2002).

Organizations need to set up technical support teams to monitor the computer systems that run the internet. Disruptions in the network will impede the flow of work. Organizations need to incur additional costs that will resolve internet-related issues. With the benefit of the internet that provides storing and transferring a large volume of data and information to various stakeholders, the rise of cybersecurity threats has also risen. This exposes the confidentiality of information and data that will negatively impact the organization. Competitors will leverage such information and use it in their best interest. Hackers look to access such classified information and sell it to competing organizations. Critical information about clients, if exposed, will lead to
the loss of customers to competing organizations. Financial information and records are stored in the cloud and are very sensitive to organizations and various parties. Organizations need to ensure the safety and security of such sensitive information, which, if accidentally placed in the wrong hands, might lead to huge loss. Organizations need to form a separate department that will monitor internet usage and patterns. They will ensure that the internet is not misused by any employees in their own interest that negatively impacts the organization. Organizations should create an access level for their employees. It will lead to a flood of information if data is not streamlined for various functions in an organization. The access of financial data to the marketing vertical will be of no use and will lead to insufficient and wrong information that will lead to delay in the workflow. The Internet is used by different organizations for different purposes. Though the tool is available for universal use, the process is unique and must be protected, and else this might lead to identical information. Thus, organizations need to patent their process and stop other organizations from imitating its process and design. At times, the use of the internet in organizations can create distractions that will affect the productivity of the employees. It is very easy for anyone to access email and social networking sites through the internet, and thus such usage at the workplace will result in employees having less time to do their job. This will be followed by a decreased level of output that will impact the organizational effectiveness (Sudweeks and Romm, 2012).

Conclusion

The Internet has augmented operational efficiencies in many ways that have led to different organizational structures. Organizations have successfully implemented the technology
on various platforms that have led to lower cost, increased speed, and volume of transactions and information. It has led to an efficient way of sharing information and resources within an organization as well as with its various stakeholders. The speed of communication and information has led to effective decision-making. It has facilitated increased accessibility of critical information that is required by the management to make strategic business decisions. Technological innovation has also led to the development of new devices that run on the internet, which gives different solutions to different organizational needs. The Internet has led to organizational change, especially strategic change that has helped organizations to achieve higher productivity with reduced resource utilization. It offers low-cost solutions to various business types. It has helped organizations to integrate their value chain. This has led to reduced costs and time in the supply of goods and services. Although there are many benefits associated with the implementation of the internet in organizations, it has also led to potential withdrawals. It can, at times, affect the organizational culture. Technological innovation draws organizational change, which may not be accepted by all. It requires professional expertise that might lead to increased cost and biases in sharing information and resources. This will lead to workplace conflicts that will impede organizational growth and reduce its effectiveness and efficiency.

References


With the advancement in technology, the fast accessibility of the Internet together with the populous growth of media consumption, many different subcultures are born, especially for the young growing generations (Niu, Chiang, and Tsai 713). Otaku, which can be considered a subculture that is popular among the youth and adolescents, was born in Japan. Having risen from the great fans of anime, manga and fictitious materials, the Otaku subculture is currently marking a global recognition, especially among the adolescents and the youths (Kam 19). This fast global widespread of the subculture raises curiosity to trace its originality in an attempt to answer the questions of how and why this culture has become so popular in Japan. Again, it will also help understand why and how this culture has gained global recognition and how it has made it a worldwide phenomenon among the growing generations.

The term Otaku has its derivation from the Japanese word that referred to another house or another family. In contemporary Japanese society, the term is used to refer to a fan or an individual who has a specific interest in a particular topic, theme or hobby, such as anime Otaku, manga Otaku, passion Otaku, etc. (Ito and Okabe 23). Some scholars use this term to refer to anime fans or manga fans. However, away from the Japanese society, the word Otaku is used negatively regarding any geek. Besides, to some scholars, the slang Otaku could be associated with individuals who have an intense obsession with the Japanese lifestyle, as well as their culture.

Subsequently, Kam (152), in his work, traced the originality of the term Otaku as it was first associated with fans of anime, manga, etc., who referred to one another as Otaku. They considered the usage as an overly formal way of saying “you.” In the similar following, some scholars have developed some theories to explain the originality of the term. Azuma (17) and Ito and Okabe (21) conceded in the argument that anime Otaku existed and participated in quite more extensive social networks where they traded goods and information. They both noted that even though those large
social networks had many social contacts, the Otaku was, however, not particularly associated with any of them (Azuma 27). Additionally, the social transactions within the Otaku networks tended mainly to be impersonal, short-lived and more businesslike.

Another theory that was used in a more deprecating manner is the theory pointed out by Kam. To this author, the term Otaku was used to refer to the idea that Otaku never left their homes (153). This definition depicted a more stereotypical concept that Otaku was a term that was associated with the badly antisocial group that is quite isolated from the rest of the world (Niu, Chiang, and Tsai 714). However, this contradicted the idea that it was a term used by fans to call themselves since the fans would often leave their homes to meet each other, especially in the marketplaces. A more generalized historical understanding of Otaku points to the definition as a term used by fans who are gathered as comic markets, fanzine meetings, and all-night line parties just before anime movie releases.

Kam (157), in his study, conceded that the usage of the term Otaku brings with it a robust conception obsessive liking for manga and anime materials. Further, sociologist Miyadai Shinji defines Otaku in the words of Kam as a group of "youths who inhabit the worlds, provided by media such as anime and science fiction that substitute for reality" (Kam 156). To Kam, Miyadai argued that this immersion in alternative worlds represented a particular and unique type of personality. He referred to this specific person as the gloomy laggard. According to Miyadai, this personality represented those who have a kind of character that often tends to minimize disappointments by withdrawing from areas that cause such disappointments or regions where such disappointments rise easily (Kam 156). Accordingly, therefore, regarding this argument, those who are associated with Otaku are but a manifestation of such personalities since they tend to withdraw from more active interpersonal relationships and even communication.
Notably, Otaku has gripped a considerable influence on its followers and lovers. Subsequently, owing to its strong influential impacts and global spread that the Otaku has on the Japanese youths grant it the crowning as a subculture. Thus, all those who are said to be the Otaku or associated with it have gradually been said to belong to a particular subculture (Kam 159). Since this subculture is said to consume lots of media, particularly those of anime and science fiction, an attendant assumption would be that this growing culture has a distinctive breed of people divorced from the world of reality.

Moreover, maybe as a response to why this popular subculture of Otaku finds its popularity tendrils concentrated among the growing generations and the youth, Azuma Hiroki, a postmodern philosopher, observed that Otaku represented a transition to post-modernity. According to him, the rapid consumption of Otaku materials among the growing generation is but a response to the fast collapse of ideologies, religious, social and shared values (Azuma 29). These grand narratives characterized the period of modernity: as such, the benefits of modernity were on their rapid decline. In summation, the Otaku subculture is but a representation of those people who are searching for effective stimulation within a system of society where the grand narratives are but dysfunctional (Kitabayashi 67).

As a subculture divorced from the world of reality, Otaku is quite unconcerned with the originality and authenticity of materials, since as Azuma pointed out that their preference to the anime character designs and settings to coherent plotlines. Again, at the expense of accurate elements that induce certain sensations, they often favor a particular style of speaking, stereotypical development of narrative or a specific curvature of figurines instead (Azuma 33). These summed characteristics form the founding database in Otaku consumption (Niu, Chiang, and Tsai 717). In his analysis, Azuma further demonstrated that it is through the already existent knowledge of the
database and its composite elements that influence commercial producers and fans in similar measure to engage in the production of the Otaku culture.

Otaku culture has an obsession with comics, animations, computer games and their rereading and reproduction of such in the form of fanzines, fan games and fan figures (Ito & Okabe 48). Moreover, Kitabayashi’s (52) reading of the philosopher Azuma postulated animalistic symbolism of the Otaku culture to assume the Hegelian usage of animals to expound the idea of harmonious coexistence that animals have with the environment. From Azuma’s perspective, as interpreted by Kitabayashi (53), the Otaku subculture is a composition of individuals who, like animals, only have desires that they seek to gratify immediately. To him, animals stand in contrast to what philosophers call Hegelian humans, whom they characterize as having inter-subjective desires and thus will always demand the presence of other human beings for their well-being.

According to Azuma, as argued by Ito and Okabe (49), Otaku symbolizes the whole episodic and dramatic process of animalization. This process happens because an Otaku eschews all other forms of narratives and meanings and somehow tends to favor those that stimulate the gratification of their desire and so encourage their excitement. To achieve their end, they "decompose the already existing simulacra, only to reassemble them into new ones that provide immediate gratification (Azuma 36). As such Otaku does not generate meanings of their own, but they retain a considerable similarity to sociality to exchange information on the database. From Azuma's argument, there rises an interesting feature of Otaku that with the collapse of grand narratives, Otaku continually offers an interpretation of the same database resulting from a more endless slippage from one simulacrum to another simulacrum or other simulacra (Kitabayashi 51). They do this maybe to reconstruct the meaning of the world to satisfy their passionate desire for the world of fantasy from which they seek satisfaction.
Otaku Culture’s Influence on Contemporary Marketing Trends and Consumer Behavior

In the present discussion of how this new subculture - that is gaining global recognition and following - seeks to use an alternative market, Azuma’s background analysis of Otaku cannot in any instance be swept under the carpet. Comparatively, the contemporary media consumption and the passionate feeling towards the use of media text and fanfictions present a favored argument for the reasons as to why this culture's roots spread this fast (Ito and Okabe 38). This media consumption has an immediate gratification of desire and excitement, characteristics of Otaku. The excessive indulgence of fans to anime, manga, and games, as well as they, passionate desire to participate in the Comic Market, provides a fertile ground for the widespread of the seeds of Otaku (Kitabayashi 65). Culture would be identical to Otaku if the proponents adding to its composition have few similarities, and so they forge their few similarities together to merge an identity. Regarding this, in his analysis of Okada, Kam (165) postulated that Otaku composition has few similarities that in a way are not quickly and distinctly located to make it stand out from other groups. Distinctively, however, this culture was born from a pieced together Japanese culture with the strong influence of technological advancement as well as the prosperous Japanese comic and anime market (Niu, Chiang, and Tsai 727).

Characteristically, the many growing generations associated with Otaku have a unique obsession with the collection and consumption of novelties as well as their compelling purchasing behavior (Azuma 48). The intense desire and obsessive tendency to collect anime, pop culture toys and books regardless of prices mark out Otaku culture from other numerous groups. A study done by Nomura Research Institute in 2005, as quoted by Kitabayashi (43), indicated that the fanatic purchasing behavior of distinctive preferences by Otaku drive mainstream marketing. With their fantastical excitement that Japanese manga, anime, computer games and all the related consumer
electronic devices which mainly target the young growing generation have got a wide following even in the overseas markets (Niu, Chiang, and Tsai 728). It has contributed actively to the wide spreading of Otaku culture. Otaku culture - as noted by many scholars who have studied the peculiarity of this mushrooming culture - has a great fellowship among adolescents and youths since, during their development, the social environment contributes a lot in the cognizance of the social values Kitabayashi (52).

Furthermore, Isaksen and Roper, as quoted in work by Niu, Chiang, and Tsai (162), postulated that marketing and advertising methodology used by direct consumable producers have a likely strong effect on the formation of self-conception and consumer behavior of adolescents. Concurrently, therefore, contemporary media and internet consumption directly and hugely influences the consumer behavior of adolescents. It affirms what the Japanese cultural researcher Okada posited assertion that Otaku was a kind of advanced life form composed of media-savvy individuals endowed with superior sensory faculties.

A study on exploratory purchasing behavior done by Ito and Okabe (23) indicated that the consumers, in most cases, seek excitement more of their sensory needs than physical needs. In other words, the driving force behind their buying behavior favors more the gratification of the visual needs of direct consumers. This emotional impulse suitably fits the adolescents whose consumer behavior includes a disposition to explore and venture into a new experience and novel environments, respectively (Azuma 62). It also explains why Otaku culture has got the better part of the adolescents and youth, or more generally a growing generation.

Additionally, according to Kitabayashi (67), the theory of exploratory buying behavior also includes the ability to take high risks as well as being innovative while making purchases. Again, it provides for the attitude of always seeking the variety, brand switching, information seeking,
purchases based on curiosity fulfillment, as well as communication with more experienced buyers (Kam 173). Quintessentially, therefore, the main congenial to the noted consumption approach among the growing generation is the advanced digital culture, a cult of innovations that are practically popular in Japan as well as the modernized communication and lifestyle patterns in the postmodern societies (Ito and Okabe 54). Typically, Otaku is creative consumers who prefer virtual living to real life, forming cyber-communities that consume a particular product and so share a commonality. The result of such virtual relationships is what (Keliyan 95) call creature of the pure cultures who are more in favor of virtual communities and so tend to shy off the real one. It adds to the reason as to why these youth seek more of an alternative market since they prefer a virtual world to a real one.

The Otaku makes use of their creativity and innovativeness to create new direct consumable products and advance the already existing ones. Consequently, their innovativeness and creativity influence the industrial producers and traders significantly and so alter the marketing trends of specific products with a wide range of preferences among the adolescents and the youths. As such, Otaku's tendency can be designated as 3 C's which according to Ito and Okabe (113) are Collection, Creativity, and Community - which practically is virtual in the strict sense of the word. Accordingly, as observed by Keliyan (98), Otaku stimulates industrial innovation and production while at the same time as a consumer community they create a vibrant market for the very innovations they have created. Through this, there is strongly likely that as the consumer base for these new products enlarge, so is the Otaku culture. It creates an interesting mutual synergy between the existing Otaku and the outside world, which buy these products oblivious to the innovative mind behind the established products.
As noted earlier, the crazy and obsessive consumption of new products driven by the desire to collect more preferred products have made producers always adapt to the ever-evolving needs of the consumers (Kitabayashi 33). As such, the producers tend to study the innovation by Otaku, and then they design and redesign their production accordingly to meet the fluid mass consumers. It leads to what we stated earlier that Otaku contributes majorly to the driving of mainstream marketing and economy of Japan as well as global regions where this culture is having roots (Keliyan 109). Notably, Otaku plays a central economic role as well as maintain, grow and flourish the market that has been around it. Also, Azuma postulated in the writings of Kitabayashi (105) that the ever-shifting consumer behavior of this particular culture has a linkage in their active participation and involvement with other fan communities. It, in a way, has a gradual impact on Otaku's specificity tend to dissolve, and thus Otaku loses its original identity with time.

Like other subcultures, otaku demonstrates a postmodern power relationship between the existing cultures and subcultures, with Otaku strongly influencing and modifying existing cultures or other subcultures (Keliyan 106). It was observed that the large consumption patterns and lifestyles led by the youth’s subculture like Otaku often have an always increasing influence on the large consumer pattern. As such, Otaku consumption style has significant impacts on the Japanese consumer society, so immense than that it can admit (Azuma 63). Akihabara district is a good example of how Otaku can influence the already existing culture and market. Akihabara was once popularly known to be a dominating wholesaler and has since become a thriving hub for Otaku culture. It has become a place where individuals with a fanatic obsession with electronic appliances and devices (Ito and Okabe 93) get their consolation and fulfillment. Additionally, the various shops that give attention to Otaku have also risen those handling anime character merchandise and manga fanfictions in particular.
In his paper, Kitabayashi regarded Otaku as enthusiastic consumers after a survey conducted by Nomura Research Institute revealed that Otaku has a market size of 290 billion yen. As an avid consumer, Otaku consumption is mainly driving by their obsessive admiration, sympathy and strong impulse to pursue novelty and ideals (Kitabayashi 167). This consumption behavior creates within an economic world fertile ground for productivity and sale. Besides, as was noted earlier, the passion and creativity that characterize this culture also wheel up to speed productivity bringing up industrial innovation. Marketing strategists must, therefore, be able to adapt to the dynamic demands to constantly produce relevant preferred material for the already existing market with the Otaku culture.

The growing market for Otaku culture has been flourished by the strong pull demonstrated by the lifestyle of the adherents as well as the pull to get associated with Japanese culture. This following creates and widens the already existing Otaku materials as well as their markets (Kam 189). And again, the number of enthusiastic consumers of each significant Otaku field is growing day by day, and this widens the consumer products to meet different consumer preferences.

According to Kitabayashi (27), the major Otaku fields that have since attracted a large following include animation, comics, idols, games and PC assembly. Notably, each of these fields has or creates its audience in the market space offering avenues for alternative markets for Otaku culture (Keliyan 96). For example, the comic market attracts enthusiastic consumers who, apart from reading the published commercial comic magazines and books, also creates their own unique secondary products as well as participate in the fanzine. They also contribute by releasing fanfiction based on the characters and storylines, and worldview or opinion seen in the comic productions (Azuma 227). The animation market relies heavily on computer literacy and technology to reach a
more extensive market space. Animation enthusiasts use their creativity to develop animated movies or TV programs for the gratification of fan lovers.

Kam (183) also noted an important point worth cognizance of when he stipulated that since the consumer behavior of Otaku adherents is mainly driven by the obsessive passion for novelty and ideals, the price elasticity that depends on the level of consumption, therefore, declines to the minimum. However, this price elasticity varies within a very short span of time, in the sense that after a decline, the price often rises incredibly to the extreme after a short while. This elasticity makes the adherents use almost all of their disposable resources in the pursuit of collecting the Otaku materials depending on the preference. It is worth noting the creativity and the creative activities of Otaku enthusiastic consumers channeled adequately as symptoms of creative and innovative minds at work (Niu, Chiang, and Tsai 723). Given proper nurturing, the various products developed and the concepts created by Otaku adherents can help achieve industrial innovation.

The consumer behavioral pattern reflected by the passion for novelty-driven also contributes a lot to the content industry by that expanding the production industry. However, it must also be observed that the dynamic nature of the demand that needs satisfaction, especially in this always ballooning market space, there is a slight possibility that quality may be compromised in a way. From a commercial perspective, Kitabayashi agreed with Kam in that control measures should be in place to always keep in check the content production and supply. As such, production companies should also review the features of the products and services to see to it that there is no compromise. A compromise in the line of production is a possibility in marketing, as admitted by Ito and Okabe since when there is a high and dynamic, ready market for consumer products, producers will always try to stretch over to satisfy this demand. In the process, a slight compromise on quality may result.

Conclusion
Conclusively, therefore, Otaku is a term used in regards to fan lovers, mainly anime, manga, games, etc. The same word can be used to refer to those who have an obsessive liking for Japanese culture and lifestyle. This particular culture has got a massive global following among adolescents who would prefer a virtual and fictitious kind of lifestyle. As such, the adherents of this subculture are greatly influenced by the significant advancement of technology as well as the fast accessibility of the Internet. Media consumption also contributes greatly to the development of the consumer behavior of this subculture. Notably, the Otaku subculture has an obsessive consumer behavior that creates a huge market for electronic devices and so contributes to the economy of the country where Otaku has got following. Distinctively, the creative nature of the lovers of Otaku also contributes to industrial innovation. This characteristic of change is born mainly from the obsessive desire to collect and own novelty by the lovers of Otaku. Noteworthy, therefore, Otaku is spreading very fast through the various media as so soon it would be consumed globally on a large scale.
Works Cited


