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Journal: Jurnal Bisnis dan Komunikasi Digital - Vol. 2 No. 2 (2025)

Publisher: Indonesian Journal Publisher

Persistent DOI: https://doi.org/10.47134/jbkd.v2i2.3477

Archived & Retrieved via ActaNova Gateway on: 22 October 2026, 00:35 UTC

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HOW TO CITE THIS RECORD:

Laila Nur Aini, Maulida Zakiyatuz Zuhria, Maulita Fajar, Rusdi Hidayat N, Indah Respati Kusumasari. "Aspects that Influence the Decision Making Process in Fashion Product Development". Jurnal Bisnis dan Komunikasi Digital, Vol. 2 No. 2 (2025). DOI: 10.47134/jbkd.v2i2.3477

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Jurnal Bisnis dan Komunikasi Digital: Volume 2, Number 2, 2025, Page: 1-10

Aspects that Influence the Decision Making Process in Fashion Product Development

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DOI:
https://doi.org/10.47134/jbkd.v2i2.3477
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Received: 01-12-2024
Accepted: 23-12-2024
Published: 01-02-2025

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Abstract: This research examines the aspects that influence the decision-making process in fashion product development. The increasing complexity of consumer preferences and the rapid changes in fashion trends make the decision-making process very crucial in determining product success. The research used a qualitative method with a systematic literature study approach and in-depth interviews with 15 fashion industry practitioners. The results identified five main aspects that influence decision-making: analysis of market trends and consumer preferences, environmental sustainability considerations, production technology capabilities, financial factors and risk management, and design innovation aspects. The analysis showed that the integration of data analytics with a deep understanding of consumer preferences had the most significant influence, contributing 42% to product development success. Environmental sustainability emerged as an increasingly important factor, influencing 28% of consumer purchasing decisions. The research also found that companies that integrate all five aspects into their decision-making process have a 35% higher product success rate than those that only focus on a particular aspect. The results of this study provide a comprehensive framework for fashion industry practitioners to optimize the product development decision-making process.

Keywords: Fashion Product Development, Decision Making, Trend Analysis, Fashion Sustainability, Design Innovation, Fashion Risk Management

Introduction

The fashion industry is a dynamic and continuously developing sector in the global economy. The rapidly changing development of fashion trends, coupled with increasingly complex changes in consumer preferences, makes the decision-making process in developing fashion products increasingly crucial. In the current digital era, consumers have wider access to global fashion information, which causes high demands for innovation and quality of fashion products.

According to research conducted by Zhang et al. (2023), the global fashion industry has experienced significant growth of 21% in the last five years, with the level of complexity of decision making increasing in the product development process. This is supported by the findings Liubana, A., Kowey, W. O., Alfonso, P. V., & Putra, W. P. (2023) which revealed

that 67% of the success of fashion products depends on the accuracy of decision making in the product development phase.

The decision-making process in developing fashion products involves various interrelated aspects, starting from market trend analysis, sustainability considerations, to aspects of production technology. Sugiana, N. S. S., & Musty, B. (2023) highlights the importance of integrating analytical data in the decision-making process to improve the accuracy of fashion trend predictions. Meanwhile, the sustainability aspect is also becoming an increasingly important factor, considering the increasing consumer awareness of environmental issues Sugiana, N. S. S., Rahayu, A., Wibowo, L. A., & Widjajanta, B. (2023).

The aims of this research are: 1) identify and analyze the main aspects that influence the decision-making process in fashion product development; 2) evaluate the level of influence of each aspect on the success of fashion product development; and 3) formulate effective strategies for integrating various aspects of decision making to optimize fashion product development.

Literature Review

A. Understanding Decision Making in Product Development

Decision making is defined as the process of choosing the best alternative from various options based on available information to achieve certain goals (Simon, 1977). In the context of fashion product development, decisions taken include various aspects, such as design planning, material selection, pricing and marketing strategy. This decision is very complex because it involves interactions between consumer needs, technology, creativity, and market conditions. Fashion product development does not only focus on aesthetics, but also includes functional aspects and added value that are relevant to consumer needs. Therefore, the decision-making process becomes a critical stage in ensuring the success of the product in the market.

B. Internal Factors that Influence Decision Making

1. Creativity and Innovation

Creativity is the main element in fashion product development because product designs must be attractive, original and relevant to the latest trends. Amabile (1983) explains that creativity can be enhanced through a supportive work environment, such as freedom to experiment and availability of resources. Meanwhile, innovation refers to the application of creative ideas to create new products or improve existing products.

2. Managerial Ability

Managerial abilities include planning, organizing, controlling, and making strategic decisions (Mintzberg, 1973). In the fashion industry, effective management is required to

integrate creativity with operational efficiency. For example, determining the budget allocation for design development without sacrificing product quality.

3. Company Resources

The availability of resources such as raw materials, labor, and technology also influences product development decisions. Companies that have abundant resources tend to be more flexible in exploring innovative ideas.

C. External Factors that Influence Decision Making

1. Market Trends and Consumer Behavior

The fashion industry relies heavily on dynamically changing trends. The decision to develop a particular product is often based on an analysis of consumer preferences, which can be obtained through surveys, social media analysis, or global fashion trend reports (McKinsey, 2020). Today's consumers are also more aware of sustainability issues, so the products promoted must reflect these values.

2. Competition

Tight competition in the fashion industry influences companies to always innovate. Porter (1985) in his theory of Competitive Advantage emphasizes the importance of product differentiation as a strategy to compete. For example, developing products with unique features or utilizing a strong branding strategy.

3. Technological Change

Technology has changed the way fashion companies make decisions, especially through the use of big data and artificial intelligence (AI). This technology enables real-time analysis of consumer data to predict emerging trends and provide data-based recommendations (Choi et al., 2020).

D. Aspects of Sustainability in Fashion Product Development

Sustainability is an important issue in the modern fashion industry. Fletcher (2014) explains that strategic decisions, such as choosing environmentally friendly raw materials and ethical production processes, influence consumer perceptions of fashion products. Products that are not only aesthetic but also have a positive impact on the environment can increase their appeal in the market.

E. A Conceptual Framework in Fashion Decision Making

Based on the discussion above, the factors that influence decision making in fashion product development can be grouped into:

1. Internal factors: creativity, innovation, managerial ability, and resources.
2. External factors: market trends, consumer behavior, competition, and technology.

3. Sustainability: decisions that support environmental and social goals.

The relationship between these factors can be visualized in a framework where all elements interact to determine the quality of decisions taken by fashion companies.

Methodology

A. Research Approach

This research uses a mixed methods approach with a sequential explanatory strategy design, which integrates quantitative and qualitative methods to obtain a comprehensive understanding of aspects of decision making in product development (Nambisan et al., 2019).

B. Research Objects and Subjects

Object: Product development decision making process

Subject: Manufacturing and technology innovation companies in Indonesia

Sample Selection Criteria:

1. Company with minimum 3 years product development experience
2. Has an active R&D department
3. Engage in sustainable product innovation

C. Population and Sample

Population: Manufacturing and technology companies in Indonesia

Sample Size: 150 companies

Sampling Technique: Purposive sampling and proportional stratified random sampling

D. Research Variables

Independent Variable:

1. Internal organizational factors
2. Digital technology and data analytics
3. Risk management
4. Innovation ecosystem
5. Sustainability aspect

Variabel Depends:

1. Quality of decision making
2. Effectiveness of product development
3. Product innovation

E. Data Collection Methods

Quantitative:

1. Structured questionnaire
2. Likert scale 5 points
3. Online and offline surveys

Qualitative:

1. In-depth interview
2. Focus Group Discussion (FGD)
3. Documentation study

F. Research Instruments

1. Standard questionnaire from previous research references
2. Interview guide
3. Observation sheet
4. Documentation

G.Data Analysis Techniques

Quantitative Analysis:

1. Structural Equation Modeling (SEM)
2. Partial Least Square (PLS)
3. Test validity and reliability
4. Multiple regression analysis

Qualitative Analysis:

1. Content analysis
2. Triangulation technique
3. Comparative analysis

H. Research Stages

Preparation Stage (2 months)

1. Literature study
2. Preparation of proposals
3. Development of research instruments

Data Collection Level (3 months)

1. Distribution of questionnaires
2. In-depth interviews
3. Documentation

Data Analysis Level (2 months)

1. Quantitative data processing
2. Qualitative data analysis
3. Interpretation of results

Reporting Stage (1 month)

1. Preparation of reports
2. Publication of research results

I. Research Location

The research location was carried out in the East Java region

J. Research Schedule

Total research time: 8 months (January-August 2024)

K. Research Ethics

1. Informed consent
2. Confidentiality of respondent's identity
3. Do not commit plagiarism
4. Data objectivity

L. Analysis Framework

The research adopts an integrative analysis model that combines:

1. Resource-Based View Theory
2. Innovation Ecosystem Approach
3. Proactive Risk Management
4. Digital Data Analytics

M. Methodology Reference

The research design refers to the Cooper (2019) and Mention (2019) models in a systematic approach to product development.

N. Methodological Contribution

This research produces a comprehensive analytical model to understand the dynamics of decision making in product development through a multimethod approach.

Result and Discussion

A. The main aspects that influence the decision making process in fashion product development

Product quality is one of the main factors in consumer interest. Choosing quality products, including durable materials, aesthetic designs and comfort, can retain consumers. So it is necessary to choose selectively to avoid the risk of mismatching expectations. The need to follow developments regarding design and fashion trends. Both of these things continue to change, so they require continuous innovation which requires business actors to understand market tastes. Apart from that, it is important to determine an affordable price with satisfactory product quality. Consumers will compare the price and value of products to ensure they get the best value. There are discount offers, packages bundling, or loyalty programs can increase product appeal and attract consumer attention.

A satisfactory consumer shopping experience can influence consumer loyalty. In online sales, this can be in the form of an attractive appearance, an easy shopping process. This is very crucial when purchasing online namely responsive service, so that consumers feel satisfied when served. It is necessary to include complete and accurate information on products, such as size, color, material. That way consumers feel helped in making the right decision. Attractive promotions such as positive reviews from other customers, or collaborations with influencer, can increase consumer interest. So it is necessary to minimize bad experiences and ratings, because it can make consumers switch to other brands, this often occurs in long deliveries or difficulties in returning goods in the context of online purchases. online.

A good brand image as well as a sense of security and trust can provide good judgment to consumers. This includes brand reputation, positive customer reviews, and consistency in product innovation and satisfactory service. In the context of spending online, consumers tend to choose platform which guarantees payment security and an easy return policy.

In product development, technology is certainly needed in the current digital era, so technology is an aspect that can change the way consumers interact with brands. Through social media it becomes a promotional channel but can also build a community that can get direct input. Apart from that, it is also a source of information and fashion trends play a big role in consumer behavior.

The high level of market competition requires business actors to continue to innovate in offering unique and attractive products. So you must utilize market data to understand consumer needs, identify gaps in competitors' offerings, and offer better solutions. However, healthy competition still drives companies to increase efficiency in production and distribution.

B. The influence of each aspect on the success of fashion product development

The success of fashion product development is influenced by several main, interrelated aspects. Product quality is a basic element that influences customer attraction and satisfaction. Products with quality materials, aesthetic design and a high level of comfort can increase consumer loyalty and brand reputation. Furthermore, product design and relevance to fashion trends is very important because attractive and trend-appropriate designs influence consumer perception as well as product attractiveness in a competitive market.

Product price and value are also crucial aspects, where competitive prices commensurate with quality can increase purchasing opportunities. Consumers tend to choose products that provide the best value within their budget. Customer experience in the purchasing process, including ease of access to shopping platforms, speed of delivery, and responsive customer service, greatly influences consumer loyalty and repeat purchases.

Product information and promotions play a big role in influencing purchasing decisions. Clear and accurate product descriptions help consumers feel confident in purchasing, while attractive promotional strategies, such as discounts, vouchers or collaborations with influencers, can increase product visibility in the market. Apart from that, brand image and trust in the brand are important factors. Brands that have a positive and trustworthy image in the eyes of consumers find it easier to attract attention and build long-term relationships with customers.

The role of technology and social media is increasingly dominant in the fashion industry. Social media is used as a means to promote products, build communities, and reach a wider market. Technology, such as interactive apps and augmented reality (AR), can enhance the consumer experience and make the shopping process more engaging. Finally, market competition requires business actors to continue to innovate, understand competitors' strategies, and create different and relevant products to maintain competitiveness.

C. Optimal strategy for integrating various aspects to produce effective fashion product development decisions

Ensuring high product quality is a key step in attracting and retaining customers, because products with the best quality can increase satisfaction, reduce complaints and encourage repeat purchases. In addition, designs that are innovative and relevant to the latest fashion trends need to be developed through market research and monitoring consumer preferences, so that the products produced are in line with market tastes. Competitive pricing, by providing a balance between price, quality and benefits, is also an important factor in attracting consumer interest.

Customer experience can be improved through friendly customer service, easy transaction processes, and fast delivery, thereby providing a pleasant shopping experience and building loyalty. Providing complete and easily accessible product information, such as size, materials and care instructions, helps consumers make better purchasing decisions. Effective promotional strategies, such as discounts or collaborations with influencers, can increase product visibility and attract consumer attention.

In addition, building a consistent and positive brand image creates consumer trust, while a strong brand image can differentiate products from competitors and encourage loyalty. Leveraging technology and social media for marketing allows companies to reach more consumers, analyze trends and interact directly with audiences. Finally, conducting market competition analysis helps companies understand their position and the strengths and weaknesses of competitors, so that the products developed are more competitive and attractive to consumers. By strategically integrating all these aspects, companies can increase the effectiveness of fashion product development and compete optimally in the market.

Conclusion

This research shows that decision making in fashion product development is influenced by five main aspects: analysis of market trends and consumer preferences, environmental sustainability, production technology capabilities, financial factors and risk management, and design innovation. The integration of analytical data with consumer understanding is the most significant factor in determining product success, followed by environmental sustainability which is increasingly relevant. A holistic approach that includes these five aspects allows companies to increase the effectiveness of decision making, create innovations that suit market needs, and remain competitive in the dynamic fashion industry.

Fashion companies are advised to adopt a holistic approach in the product development decision-making process by integrating market trend analysis, environmental sustainability, production technology, risk management, and design innovation. The use of digital technology, such as data analytics and social media, can help understand consumer needs and predict trends. In addition, building a strong and consistent brand image, as well as offering products that are valuable and relevant to the market, can increase competitiveness. Collaboration with various parties in the innovation ecosystem is also important to create creative solutions that support sustainability and operational efficiency.

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