



Predicting Purchase Intention Based on Salesperson Behavior, Social Utility, Psychological Utility, and Economic Utility

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ABSTRACT

Objective: The objective of this study was to predict consumers' purchase intention based on salesperson behavior, economic utility, social utility, and psychological utility.

Methods and Materials: This applied study employed a descriptive–correlational design and was conducted using a cross-sectional survey method. The statistical population consisted of consumers who completed online questionnaires during May and June 2025. A total of 377 valid questionnaires were analyzed after excluding incomplete responses. Data collection instruments included researcher-developed questionnaires measuring purchase intention, salesperson behavior, economic utility, social utility, and psychological utility, all assessed on five-point Likert scales. Content validity was confirmed by subject-matter experts, and reliability was evaluated using Cronbach's alpha. Data analysis was carried out using SPSS version 26, applying Pearson correlation analysis and stepwise multiple regression to examine the predictive relationships among variables.

Findings: Inferential analyses indicated that purchase intention was positively and significantly correlated with salesperson behavior, economic utility, social utility, and psychological utility ($p \leq .01$). Stepwise multiple regression analysis showed that economic utility entered the regression model in the first step and explained 24% of the variance in purchase intention ($p = .001$). In the second step, social utility entered the model and, together with economic utility, explained 27% of the variance in purchase intention ($p = .001$). Psychological utility and salesperson behavior did not retain significant predictive power in the final regression model.

Conclusion: The findings demonstrate that consumers' purchase intention is primarily driven by economic utility and, to a lesser extent, social utility, highlighting the dominant role of cost–benefit evaluations and social value considerations in purchase decision-making. These results suggest that while psychological benefits and salesperson behavior are important correlates, their influence on purchase intention may be indirect and mediated through perceived value dimensions.

Keywords: Purchase intention, salesperson behavior, social utility, psychological utility, economic utility.

1 Introduction

Understanding purchase intention has long been recognized as a central concern in marketing and consumer behavior research, as it represents a critical antecedent of actual purchasing behavior and market performance. In increasingly competitive and saturated markets, firms seek to identify the psychological, social, and economic mechanisms that motivate consumers to move from awareness and evaluation to the intention to purchase. Purchase intention reflects a consumer's conscious plan or willingness to buy a particular product or service and is shaped by a complex interaction of cognitive evaluations, emotional responses, social influences, and contextual factors (Hosseini, 2013; Reisch & Zhao, 2017). As consumption environments become more dynamic and interactive, particularly in digital and service-based contexts, traditional explanations based solely on price or product quality are no longer sufficient to explain consumer decision-making processes.

One of the most influential frameworks for explaining purchase intention is the concept of perceived value. Perceived value refers to the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given. This construct is inherently multidimensional and has been conceptualized as encompassing functional, economic, social, emotional, and psychological components (Azizi & Azmayesh Fard, 2023; Zauner et al., 2015). Contemporary consumer behavior theories emphasize that consumers do not evaluate offerings purely on utilitarian or economic grounds; rather, they integrate symbolic meanings, emotional gratifications, and social signals into their value judgments (Carvalho & Sousa, 2018; Reisch & Zhao, 2017). Consequently, understanding how different dimensions of perceived value jointly influence purchase intention has become a priority in recent empirical research.

Economic utility remains one of the most fundamental dimensions of perceived value, particularly in contexts characterized by price sensitivity, income constraints, and heightened consumer awareness of cost-benefit trade-offs. Economic utility reflects consumers' perceptions of monetary benefits, price fairness, value for money, and cost efficiency associated with a purchase (Pak & Khosravipour, 2024; Salah et al., 2024). Numerous studies have demonstrated that when consumers perceive a product or service as economically advantageous, their likelihood of developing a favorable purchase intention increases

significantly (Lei, 2023; Luo et al., 2021). This relationship has been confirmed across various sectors, including sustainable products, organic food, luxury goods, and technology-based offerings (Liu et al., 2025; Napitupulu et al., 2025; Wang et al., 2021). However, recent research suggests that economic utility alone cannot fully explain purchasing decisions, especially in markets where symbolic consumption, identity expression, and experiential factors play a prominent role.

Social utility represents another critical dimension of perceived value that captures the extent to which consumption contributes to social approval, status signaling, group belonging, and identity construction. From a social identity perspective, consumers often use products and brands as tools to express who they are or aspire to be, and to align themselves with reference groups that are meaningful to them (Escalas & Bettman, 2005). Social utility thus reflects the perceived social benefits of consumption, such as enhanced social image, acceptance by peers, or conformity with social norms (Dehghanizadeh & Akbari pour, 2021; Kazemi & Yazdani, 2022). Empirical studies have shown that social utility plays a significant role in shaping purchase intention, particularly for products with high visibility or symbolic value, including fashion items, green products, and experiential services (Miryousefi et al., 2024; Rohman et al., 2023; Wang et al., 2021). In collectivist or socially oriented cultures, the impact of social utility on consumer behavior may be even more pronounced, as individuals are more sensitive to social evaluation and normative expectations (Dehghanizadeh & Akbari pour, 2021; Kazemi & Yazdani, 2022).

Beyond economic and social considerations, psychological utility has gained increasing attention as a distinct and influential dimension of perceived value. Psychological utility refers to the internal benefits consumers derive from consumption, including feelings of pleasure, comfort, reassurance, self-esteem, reduced anxiety, and emotional satisfaction (Carvalho & Sousa, 2018; Kim et al., 2022). This dimension is closely related to emotional and hedonic value, yet it emphasizes deeper psychological outcomes such as a sense of well-being, moral satisfaction, or alignment with personal values. Research in sustainable consumption and eco-friendly products has highlighted that psychological benefits, such as feeling responsible or environmentally conscious, can significantly enhance purchase intention (Aly & Al-Salfiti, 2025; Kim et al., 2022; Liu et al., 2025). Similarly, studies in digital and experiential marketing contexts have shown that

psychological engagement, immersion, and emotional resonance can mediate the relationship between perceived value and purchase intention (Gaur et al., 2025; Li & Sun, 2025).

Another important factor influencing purchase intention, particularly in service encounters and retail environments, is salesperson behavior. Salesperson behavior encompasses the interpersonal actions, communication style, friendliness, professionalism, empathy, and responsiveness demonstrated by sales staff during interactions with customers. Prior research has consistently shown that frontline employee behavior plays a crucial role in shaping customers' perceptions of service quality, trust, and overall value (Ong et al., 2022; Othman, 2025). Positive salesperson behavior can enhance consumers' perceived economic value by clarifying product benefits and reducing perceived risk, while simultaneously strengthening social and psychological value through respectful treatment and emotional support (Firlyani & Millanyani, 2025; Ghorbanimehr, 2024). In contrast, negative or indifferent behavior may undermine perceived value and weaken purchase intention, even when the product itself is objectively attractive.

The interaction between salesperson behavior and perceived value dimensions is particularly relevant in contemporary consumption contexts where trust and relationship quality are increasingly important. Trust has been identified as a key mediator between perceived value and purchase intention, especially in online, social commerce, and live-streaming environments (Firlyani & Millanyani, 2025; Li & Sun, 2025). Friendly, competent, and customer-oriented salespeople can foster trust, reduce uncertainty, and enhance consumers' psychological comfort, thereby amplifying the effect of perceived value on purchase intention (Ghorbanimehr, 2024; Othman, 2025). This suggests that salesperson behavior should not be examined in isolation, but rather as an integral component of the broader value perception process.

Recent empirical studies across diverse cultural and market contexts have increasingly adopted multidimensional models of perceived value to explain purchase intention. For example, research on green and sustainable products highlights the combined influence of economic, social, and psychological value on consumers' willingness to buy environmentally friendly goods (Aly & Al-Salfiti, 2025; Liu et al., 2025). Studies on organic food consumption emphasize the role of perceived value dimensions alongside health consciousness and social norms (Napitupulu et al., 2025; Rohman et al., 2023). In luxury and pre-loved fashion

markets, both economic considerations and symbolic-social value have been shown to significantly predict purchase intention (Salah et al., 2024; Wang et al., 2021). These findings collectively underscore the necessity of integrating multiple value dimensions when investigating consumer purchase decisions.

Despite the growing body of research on perceived value and purchase intention, several gaps remain. First, many studies focus on specific product categories or consumption contexts, limiting the generalizability of findings. Second, the relative predictive power of different value dimensions may vary depending on cultural, economic, and market conditions, necessitating context-specific investigations (Azizi & Azmayesh Fard, 2023; Reisch & Zhao, 2017). Third, although salesperson behavior has been widely studied in service quality and relationship marketing research, its role alongside economic, social, and psychological utility in predicting purchase intention has received comparatively less integrated empirical attention. Addressing these gaps requires comprehensive models that simultaneously consider interpersonal, psychological, and value-based determinants of consumer behavior.

From a managerial perspective, understanding how economic utility, social utility, psychological utility, and salesperson behavior jointly influence purchase intention can provide actionable insights for designing effective marketing strategies, training sales staff, and optimizing customer experiences. Firms operating in competitive markets must move beyond price-based competition and focus on delivering holistic value that resonates with consumers' functional needs, social identities, and psychological motivations (Carvalho & Sousa, 2018; Zauner et al., 2015). By aligning salesperson behavior with value-based marketing approaches, organizations can strengthen consumer relationships, enhance satisfaction, and ultimately increase purchase intention and loyalty (Ong et al., 2022; Othman, 2025).

In light of the theoretical and empirical considerations discussed above, the present study seeks to contribute to the consumer behavior literature by examining purchase intention through an integrated framework that includes salesperson behavior, economic utility, social utility, and psychological utility, drawing on contemporary perspectives of perceived value and consumer decision-making (Gaur et al., 2025; Lei, 2023; Luo et al., 2021).

The aim of this study is to predict consumers' purchase intention based on salesperson behavior, economic utility, social utility, and psychological utility.

2 Methods and Materials

The present study was applied in terms of purpose and descriptive–correlational in nature, and it was conducted cross-sectionally using a survey–field method. The statistical population consisted of all consumers who, during the period of May and June 2025, responded online to the items of the research questionnaires. Based on the minimum required sample size for survey studies, data collection was stopped after reaching 400 respondents. Following the review of the responses, 23 questionnaires were identified as unusable, and ultimately 377 questionnaires were included in the final analysis.

Purchase intention was measured using a researcher-developed two-item questionnaire. To this end, questionnaire items were initially designed based on relevant literature and prior research. After content validity was confirmed by experts in the field, reliability was also confirmed through a pilot study. Internal consistency assessed via Cronbach's alpha was 0.68 in the pilot study and 0.70 in the final study, indicating satisfactory reliability of the questionnaire. Responses were recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Accordingly, the possible score range was 2 to 10, with higher scores indicating a greater level of purchase intention.

Salesperson behavior was assessed using a researcher-developed two-item questionnaire. The items were designed based on relevant literature and previous studies, and content validity was confirmed by subject-matter experts. Reliability was established through a pilot study. Cronbach's alpha was 0.68 in the pilot study and 0.70 in the final study, indicating an acceptable level of internal consistency and confirming the reliability of the questionnaire. Responses were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The score range was 2 to 10, with higher scores reflecting more respectful salesperson behavior toward customers.

Social utility was measured using a researcher-developed four-item questionnaire. The questionnaire items were initially developed based on the literature and prior research, and content validity was confirmed by experts in the field. Reliability was verified through a pilot study. Cronbach's alpha was 0.678 in the pilot study and 0.702 in the final study, indicating satisfactory reliability of the instrument. Responses were recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The

possible score range was 4 to 20, with higher scores indicating greater perceived social utility.

Psychological utility was assessed using a researcher-developed four-item questionnaire. The items were designed based on relevant literature and research background, and content validity was confirmed by experts in the field. Reliability was examined through a pilot study. Cronbach's alpha was 0.604 in the pilot study and 0.623 in the final study, indicating acceptable reliability of the questionnaire. Responses were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The score range was 4 to 20, with higher scores representing greater perceived psychological utility.

Economic utility was measured using a researcher-developed six-item questionnaire. The questionnaire items were developed based on the literature and previous research, and content validity was confirmed by field experts. Reliability was established through a pilot study. Cronbach's alpha was 0.685 in the pilot study and 0.710 in the final study, indicating satisfactory internal consistency and confirming the reliability of the instrument. Responses were recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The possible score range was 6 to 30, with higher scores indicating greater perceived economic utility.

For data analysis, appropriate descriptive and inferential statistical methods were used to present the results. Descriptive statistics included frequency tables, percentages, means, and standard deviations. In addition, Pearson correlation coefficient analysis and stepwise multiple regression analysis were conducted using SPSS software, version 26, to analyze the data.

3 Findings and Results

In the present study, the total sample size based on demographic characteristics was 377 participants. Of these, 83% ($n = 313$) were women and 17% ($n = 64$) were men. Regarding educational attainment, approximately 16% of participants ($n = 60$) held a diploma or lower, 11.4% ($n = 43$) had an associate degree, nearly 48% ($n = 180$) held a bachelor's degree, and about 25% ($n = 94$) had a master's degree or higher. In terms of age distribution, 11% of participants ($n = 42$) were between 20 and 30 years old, 28% ($n = 105$) were between 30 and 40 years old, 34.7% ($n = 131$) were between 40 and 50 years old, and finally 26.3% ($n = 99$) were aged 50 years and above. With respect to employment status, 42.4% of participants ($n = 160$) were

unemployed, while nearly 58% ($n = 217$) were employed. Regarding monthly income, approximately 41% of participants ($n = 154$) reported an income of up to 15 million tomans per month, about 32.6% ($n = 123$) reported an income between 15 and 20 million tomans per month, and 26.5% ($n = 100$) reported a monthly income above 20 million tomans. In terms of type of occupation, 46.2% of participants ($n = 174$) were employed in educational jobs, 9% ($n = 34$) held administrative positions, nearly 36% ($n = 135$) were self-employed, 4.6% ($n = 16$) worked in healthcare-related occupations, and approximately 5% ($n = 18$) were engaged in service-related jobs.

The mean scores of purchase intention, salesperson behavior, social utility, economic utility, and psychological utility among participants were 8.09, 8.09, 14.00, 20.31, and 16.64, respectively. In addition, the mean score of participants on the self-efficacy component was 76.20. Moreover, since all skewness and kurtosis values for the distributions of the research variables fell within the range

of -1.96 to $+1.96$, it can be concluded that the assumption of normality for the distribution of all research variables was satisfied.

Furthermore, the results of confirmatory factor analysis (CFA) for the researcher-developed questionnaires indicated that the factor loadings of all items related to the constructs of purchase intention, social utility, economic utility, and psychological utility (with the exception of Item 9 in the psychological utility construct) were greater than 0.30. In addition, the calculated t-values for all factor loadings exceeded the critical value of 1.96, and their corresponding significance levels were estimated to be less than 0.05. These findings confirm the construct validity of the questionnaires. Accordingly, only Item 9 of the psychological utility construct was removed from the final model due to an inadequate factor loading, while the remaining items were retained for analysis. The results of the confirmatory factor analysis of the researcher-developed questionnaires are presented in Table 1.

Table 1

Confirmatory Factor Analysis of the Researcher-Developed Questionnaires

Construct	Item No.	Factor Loading	Modified Factor Loading	Standard Error	t-value	Significance
Purchase Intention	a1	0.676	0.670	0.069	9.732	0.000
	a4	0.902	0.902	0.021	43.561	0.000
Social Utility	a2	0.835	0.834	0.028	29.746	0.000
	a3	0.802	0.799	0.040	19.969	0.000
	a10	0.545	0.538	0.081	6.727	0.000
	a13	0.582	0.576	0.080	7.255	0.000
Economic Utility	a5	0.848	0.847	0.019	44.260	0.000
	a7	0.678	0.676	0.063	10.810	0.000
	a8	0.708	0.705	0.044	16.214	0.000
	a12	0.713	0.710	0.055	12.952	0.000
	a15	0.259	0.256	0.082	3.170	0.002
Psychological Utility	a6	0.915	0.902	0.029	31.058	0.000
	a9	0.072	0.066	0.151	0.475	0.635
	a11	0.617	0.601	0.102	6.068	0.000
	a14	0.339	0.330	0.159	2.870	0.028
	a16	-0.332	-0.307	0.153	2.862	0.028
Salesperson Behavior	a1	0.676	0.670	0.069	9.732	0.000
	a4	0.902	0.902	0.021	43.561	0.000

According to the results presented in Table 1, the measurement model of the study constructs was evaluated. Cronbach's alpha coefficients for the constructs of purchase intention, social utility, economic utility, and psychological utility were 0.702, 0.710, and 0.623, respectively. These values indicate acceptable internal consistency reliability of the scales. Although the Cronbach's alpha for psychological utility was slightly below the threshold of 0.70, given the researcher-developed nature of the instrument and its initial

validation stage, it can be considered acceptable. Moreover, composite reliability values for all constructs were greater than 0.50 and exceeded the corresponding average variance extracted (AVE) values. In addition, the AVE values for all constructs were estimated to be equal to or greater than 0.50, confirming the convergent validity of the model constructs. Discriminant validity was assessed using the heterotrait-monotrait ratio (HTMT). The results shown in Table 2 indicate that the maximum HTMT values between each pair

of constructs were below the threshold of 0.90; therefore, discriminant validity of the constructs was also confirmed. Finally, the findings of the confirmatory factor analysis of the researcher-developed questionnaires showed that, except for Item 9 of psychological utility, the standardized factor loadings of all other items were greater than 0.30 and their corresponding t-values exceeded the critical value of 1.96. Accordingly, the construct validity of the instruments was confirmed, and Item 9 of the psychological utility construct was removed from the final model.

Subsequently, the research data were examined at two levels: descriptive and inferential. Based on the findings, the

majority of the participants were women (83%). In terms of education, the highest proportion held a bachelor's degree (48%), followed by a master's degree or higher (25%). Regarding age distribution, the highest frequency was observed in the 40–50-year age group (34.7%). With respect to the demographic variable of occupation type, 46% of consumers were employed in educational jobs, 9% in administrative positions, nearly 36% were self-employed, 4% worked in healthcare-related occupations, and approximately 5% were engaged in service-related jobs. The descriptive statistics of the research variables are presented below.

Table 2

Descriptive Statistics of the Research Variables

Variable	N	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Purchase Intention	377	8.09	1.55	2.00	10.00	−1.02	1.52
Social Utility	377	14.00	3.13	4.00	20.00	−0.27	−0.27
Economic Utility	377	20.31	3.10	5.00	25.00	−0.80	1.53
Psychological Utility	377	16.64	3.19	5.00	25.00	0.10	0.71
Salesperson Behavior	377	8.09	1.55	2.00	10.00	−1.02	1.52

As shown in Table 2, the mean scores of purchase intention, social utility, economic utility, psychological utility, and salesperson behavior among participating consumers were 8.09, 14.00, 20.31, 16.64, and 8.09, respectively. Moreover, since all skewness and kurtosis

values for the distributions of the research variables fell within the range of −1.96 to +1.96, the assumption of normality for the distribution of all research variables was satisfied. The results of the regression analysis are presented in Tables 3 and 4.

Table 3

Regression Analysis for Predicting Purchase Intention Based on Salesperson Behavior and Economic, Social, and Psychological Utility

Step	Variable Entered	R	R ²	SE	R ² Change	df1	df2	F	p
1	Economic Utility	0.49	0.24	1.35	0.243	1	375	120.34	0.001
2	Economic Utility + Social Utility	0.52	0.27	1.33	0.027	1	374	13.79	0.001

The results in Table 3 indicate that, in the first step, economic utility entered the regression equation due to having the highest correlation coefficient with the dependent variable and explained 24% of the variance in the criterion variable, purchase intention. This effect was statistically significant ($F = 120.34$, $p = 0.001$). In the second step, social

utility entered the equation and, together with economic utility, explained a total of 27% of the variance in purchase intention, which was also statistically significant ($F = 13.79$, $p = 0.01$). The standardized and unstandardized coefficients of the predictor variables are presented below.

Table 4

Regression Coefficients for the Relationship Between Predictor Variables and Purchase Intention

Predictor	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficient (β)	t	p
Constant	3.06	0.464	—	6.60	0.001
Economic Utility	0.196	0.026	0.39	7.49	0.001
Social Utility	0.096	0.026	0.193	3.71	0.001

The results in Table 4 show that economic utility ($t = 7.49$) and social utility ($t = 3.71$) significantly predict variations in consumers' purchase intention. Based on the standardized beta coefficients, a one standard deviation increase in economic utility and social utility leads to increases of 0.39 and 0.19 standard deviations in purchase intention, respectively. According to the coefficients reported above, the regression equation for predicting purchase intention based on economic and social utility is as follows:

$$Y = 3.06 + 0.196 (\text{Economic Utility}) + 0.096 (\text{Social Utility}) + \varepsilon$$

4 Discussion

The purpose of the present study was to predict consumers' purchase intention based on salesperson behavior, economic utility, social utility, and psychological utility. The findings demonstrated that economic utility and social utility emerged as significant predictors of purchase intention, while psychological utility and salesperson behavior, although positively correlated with purchase intention, did not retain significant predictive power in the final regression model. These results provide important theoretical and empirical insights into the multidimensional nature of perceived value and its role in shaping consumer decision-making, particularly within competitive and value-sensitive markets.

The strong predictive role of economic utility in this study confirms its foundational position in consumer behavior theory. Economic utility explained the largest proportion of variance in purchase intention, indicating that consumers place substantial weight on cost–benefit evaluations, price fairness, and perceived value for money when forming their intention to buy. This finding is consistent with prior research emphasizing that economic considerations remain central to purchase decisions, even in contexts where symbolic or emotional values are salient (Lei, 2023; Luo et al., 2021; Pak & Khosravipour, 2024). Studies conducted in both emerging and developed markets have shown that perceived economic value significantly enhances purchase intention across diverse product categories, including sustainable goods, organic food, and luxury products (Liu et al., 2025; Salah et al., 2024; Wang et al., 2021). The present findings align with this stream of literature, suggesting that consumers' sensitivity to economic utility remains robust despite increasing emphasis on experiential and symbolic consumption.

From a behavioral economics perspective, this result can be interpreted through the lens of rational evaluation under bounded rationality. Consumers, while influenced by psychological and social factors, still rely heavily on perceived economic gains to justify their purchase decisions, particularly in environments characterized by economic uncertainty or income constraints (Reisch & Zhao, 2017). In such contexts, products and services that are perceived as offering superior economic utility may reduce perceived risk and enhance confidence in decision-making, thereby strengthening purchase intention. The present findings thus reinforce the argument that economic utility functions as a primary cognitive anchor in consumers' evaluative processes (Azizi & Azmayesh Fard, 2023; Zauner et al., 2015).

The significant contribution of social utility as the second predictor of purchase intention highlights the importance of social and symbolic dimensions of consumption. Social utility accounted for additional variance in purchase intention beyond economic utility, indicating that consumers are not solely motivated by financial considerations but also by the social meanings attached to consumption. This result is consistent with social identity and self-congruity theories, which posit that individuals use products and brands to signal group membership, social status, and personal identity (Escalas & Bettman, 2005). Empirical evidence supports the notion that perceived social benefits—such as social approval, prestige, and alignment with reference groups—positively influence purchase intention, particularly for visible or identity-relevant products (Dehghanizadeh & Akbari pour, 2021; Kazemi & Yazdani, 2022; Miryousefi et al., 2024).

The present findings are also in line with studies conducted in collectivist and relational cultures, where social norms and interpersonal evaluation exert a strong influence on consumer behavior. Research has shown that in such contexts, consumers are more likely to consider how their purchases will be perceived by others, and social utility becomes a salient driver of intention (Kazemi & Yazdani, 2022; Rohman et al., 2023). Furthermore, recent studies on sustainable and green consumption suggest that social signaling—such as being perceived as environmentally responsible—can significantly enhance purchase intention (Aly & Al-Salfiti, 2025; Liu et al., 2025). The current results extend these findings by demonstrating that social utility retains its predictive power even when economic utility is simultaneously considered, underscoring its distinct and complementary role.

In contrast, psychological utility did not emerge as a significant predictor in the final regression model, despite showing positive associations with purchase intention at the correlational level. This finding may initially appear inconsistent with prior research emphasizing the role of psychological benefits—such as emotional satisfaction, well-being, and moral fulfillment—in shaping consumer intentions (Carvalho & Sousa, 2018; Kim et al., 2022). However, this result can be interpreted in several ways. First, psychological utility may exert an indirect rather than direct effect on purchase intention, potentially operating through mediating variables such as trust, attitude, or emotional engagement (Gaur et al., 2025; Li & Sun, 2025). Second, in contexts where economic and social considerations are particularly salient, psychological benefits may be overshadowed or subsumed within these more tangible value dimensions.

Previous studies suggest that psychological utility is especially influential in consumption contexts involving ethical, environmental, or experiential motivations, such as green products or eco-friendly services (Aly & Al-Salfiti, 2025; Kim et al., 2022). If consumers in the present study were primarily focused on functional and social outcomes, psychological benefits may have played a secondary role in shaping purchase intention. This interpretation is consistent with research indicating that the relative importance of perceived value dimensions varies across product categories, market conditions, and consumer segments (Liu, 2021; Zauner et al., 2015). Thus, the non-significant predictive role of psychological utility should not be viewed as a negation of its importance, but rather as evidence of contextual variability in value-driven decision-making.

Similarly, salesperson behavior did not retain a significant predictive effect in the final regression model, despite its positive correlation with purchase intention. This finding suggests that while respectful, friendly, and professional salesperson behavior is associated with higher purchase intention, its influence may be indirect or contingent upon other value perceptions. Prior research has consistently shown that salesperson behavior enhances perceived service quality, trust, and satisfaction, which in turn influence purchase intention (Ghorbanimehr, 2024; Ong et al., 2022; Othman, 2025). The absence of a direct predictive effect in this study may indicate that salesperson behavior primarily shapes purchase intention by enhancing consumers' perceptions of economic, social, or psychological utility rather than acting as an independent driver.

This interpretation aligns with studies suggesting that frontline employee behavior functions as a catalyst that amplifies perceived value rather than a standalone determinant of behavioral intention (Firlyani & Millanyani, 2025; Othman, 2025). For example, effective salesperson communication may clarify economic benefits, reinforce social approval, or reduce psychological uncertainty, thereby indirectly strengthening purchase intention. In contexts where consumers are increasingly informed and autonomous, the direct impact of salesperson behavior may diminish, while its indirect role through value perception remains substantial.

5 Conclusion

Taken together, the findings of this study support a hierarchical and multidimensional view of perceived value, in which economic utility serves as the primary driver of purchase intention, social utility provides additional explanatory power, and psychological utility and salesperson behavior operate as complementary or indirect influences. This integrated perspective is consistent with contemporary consumer behavior models that emphasize the interplay between rational evaluation, social meaning, and psychological experience (Azizi & Azmayesh Fard, 2023; Reisch & Zhao, 2017). By empirically demonstrating the relative contribution of different value dimensions, the present study contributes to a more nuanced understanding of how consumers form purchase intentions in real-world market settings.

Despite its contributions, the present study is subject to several limitations. First, the use of a cross-sectional design limits the ability to draw causal inferences about the relationships between perceived value dimensions, salesperson behavior, and purchase intention. Second, data were collected using self-report questionnaires, which may be susceptible to social desirability bias and common method variance. Third, the study focused on a specific consumer context and cultural setting, which may limit the generalizability of the findings to other markets or product categories. Finally, the use of researcher-developed instruments, although psychometrically evaluated, may constrain comparability with studies employing standardized scales.

Future research is encouraged to adopt longitudinal or experimental designs to examine causal pathways and temporal dynamics in the relationship between perceived value and purchase intention. Researchers may also explore

mediating and moderating mechanisms, such as trust, consumer involvement, or cultural orientation, to better understand the indirect effects of psychological utility and salesperson behavior. Comparative studies across different industries, cultures, and consumption contexts could further illuminate how the relative importance of economic, social, and psychological utility varies. Additionally, integrating qualitative approaches may provide deeper insights into consumers' subjective interpretations of value and their underlying motivations.

From a practical standpoint, managers and marketers should prioritize strategies that enhance consumers' perceptions of economic value while simultaneously leveraging social value cues such as brand image, social proof, and peer endorsement. Training programs for sales staff should emphasize not only courteous behavior but also the ability to clearly communicate economic benefits and reinforce positive social meanings associated with products. Firms may also design marketing communications that align products with consumers' social identities and lifestyle aspirations. By adopting a value-based and consumer-centric approach, organizations can more effectively strengthen purchase intention and achieve sustainable competitive advantage.

Authors' Contributions

F.S.D. conceptualized the study, designed the research framework, and led the data collection process related to purchase intention, salesperson behavior, and perceived utility dimensions. A.M. contributed to the methodological design, performed the statistical analyses including correlation and stepwise regression, and was responsible for interpreting the results. Both authors jointly drafted the manuscript, critically revised its intellectual content, approved the final version for submission, and accept full responsibility for the accuracy and integrity of the work.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

The authors report no conflict of interest.

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Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed. The present study was approved under the ethics code IR.IAU.KHUISF.REC.1404.172.

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