

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

Fatemeh Sadat. Derakhshan¹, Ali. Mahdad^{2*}

¹ Master Student in I/O Psychology, Department of Psychology, Isf.C., Islamic Azad University, Isfahan, Iran

² Department of Psychology, Isf.C., Islamic Azad University, Isfahan, Iran

* Corresponding author email address: alimahdad@iau.ac.ir

Editor

Reviewers

Davood Feiz

Affiliation: Professor of
Management Department, Semnan
University, Iran
feiz1353@semnan.ac.ir

Reviewer 1: Mojtaba Tamadoni

Assistant Professor, Department of Psychology, South Tehran Branch, Islamic Azad
University, Tehran, Iran. m_tamadoni@azad.ac.ir

Reviewer 2: Mehrdad Bayat

Assistant Professor, Department of Management, Payam Noor University, Tehran,
Iran. Email: bayatmehrdad60@pnu.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

In the paragraph discussing perceived value as “inherently multidimensional”, multiple dimensions are cited. It would be helpful to include a conceptual clarification explaining why economic, social, and psychological utility were selected over other commonly used dimensions such as emotional or functional value.

In the paragraph stating “In collectivist or socially oriented cultures, the impact of social utility...”, the argument implies cultural specificity. Please clarify whether the authors conceptualize the study context as collectivist, and if so, provide empirical or theoretical justification for this assumption.

In the paragraph reporting “Cronbach’s alpha was 0.623 in the final study” for psychological utility, the justification for acceptability is brief. The authors should provide a stronger methodological rationale, possibly citing literature that supports lower thresholds for exploratory or newly developed scales.

The manuscript reports confirmatory factor analysis results but does not specify which software or estimation method (e.g., ML, GLS) was used. This information should be added to the Methods section to ensure replicability.

Authors revised the manuscript and uploaded the new document.

1.2. *Reviewer 2*

Reviewer:

The paragraph beginning “Another important factor influencing purchase intention...” provides a solid overview of salesperson behavior. However, the construct boundaries remain somewhat broad. The authors should clarify whether salesperson behavior is treated as primarily interpersonal, informational, or relational, and how this conceptualization guided item development.

In the paragraph starting with “Despite the growing body of research...”, the identified gaps are relevant but general. The manuscript would benefit from a clearer articulation of the specific empirical gap, for example, the lack of simultaneous testing of all four predictors within a single regression framework.

In the sentence “The statistical population consisted of all consumers who... responded online”, the sampling strategy is not fully transparent. Please clarify whether convenience sampling, snowball sampling, or another non-probability method was used, and discuss the implications for external validity.

The paragraph describing the two-item purchase intention scale raises concerns regarding construct coverage. Given the complexity of purchase intention, please justify the use of only two items, or provide evidence that this short scale captures the construct adequately.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.