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NEW INSIGHTS FOR THE ZOOM PLATFORM – MOTIVATIONS BEHIND REUSE INTENTION

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ABSTRACT. Video communication platforms have steadily risen in popularity in the last two decades, experiencing an exponential growth beginning with 2020 due to the Covid-19 pandemic. The main goal of this study was to explore the mechanism through which antecedents represented by utilitarian value, satisfaction, and privacy risk influence the reuse intention of the Zoom communication platform. A sample of 421 Romanian persons in the 18-26 age group was formed and data were collected using an online survey. Accounting for the reflective nature of the factors considered in this study, data analysis involved covariance-based structural equation modeling done in AMOS. Findings show that while utilitarian value and satisfaction both positively affect reuse intention, privacy risk negatively influences the same behavior. Thus, researchers and practitioners can better comprehend elements determining users' loyalty of the Zoom platform.

Keywords: Zoom platform, utilitarian value, satisfaction, privacy risk, reuse intention.

JEL classification: L86, M39.

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Introduction

Social interaction and communication between people are fundamental aspects of human nature. The proliferation of solutions available to consumers with the advent of global communication and smartphone usage facilitated such interactions at a worldwide scale. Although, voice-based services have been developed first in the last two decades a shift to more complex products is observed. One such solution is represented by video conferencing.

Video communication platforms first appeared in the business-to-business environment and their usage has steadily been growing in the last two decades. The Covid-19 pandemic buckled this trend and in 2020 there was an exponential growth in number of users both in the B2B market and especially in the B2C market. For example, the global usage of the Zoom platform went from 10 million daily users in February 2019 to an average of 300 million daily users in April 2020 (Business Insider, 2020). Similar patterns of growth were observed in this time-frame for other service providers such as Microsoft (Microsoft Teams) or Google (Google Meet). Although this seems to be just an extraordinary event, several economic publications (Forbes, Business Insider, Bloomberg) predict that this trend will hold for the medium future. Due to the fact that Zoom communication platform is the worldwide leader in video communication services, with a market share of 48.7% in 2020 and positive outlook for 2021 (Emailtooltester, 2021), our study focused exclusively on it. Because of these, the mechanism and factors influencing platforms reuse intention are of particular interest to both academics and developers.

This study enhances the research literature focused on the nomological network represented by value-satisfaction-loyalty in a number of distinct ways. We show how the utilitarian facet of perceived value influences both customer reuse intention (a proxy for loyalty) and customer satisfaction. We explore the partial mediation through satisfaction of the positive relationship between value and loyalty. In addition, we report on the role that perceived privacy risk has on reuse intention, by focusing on the negative effect on this form of loyalty.

Furthermore, we explore how proposed relationships in the conceptual network change by considering gender and location as moderator elements. We focused on young Romanian users of Zoom communication platform. Therefore, the conceptual framework was studied from an online perspective based on lifestyles and culture not frequently studied. Thus, this study offers an exploration of the causal linkages between reuse intention and antecedents such as value, satisfaction, and risk, from a novel perspective.

After presenting these ideas, our paper continues with a section dedicated to literature review which provides the basis for the proposed conceptual framework and research hypotheses. Then, a methodological chapter follows. It deals with specific issues regarding target population, sampling, questionnaire development, and data collection. Data analysis, results presentation, and discussion logically follow the methodological part of our study. The paper ends with an overview of limitations, future research opportunities based on our model, and with a brief conclusion highlighting the main points of the study.

Literature review

Utilitarian value

Research literature focused on perceived value suggests it can be considered both as a unidimensional construct – when viewed globally – and as a multidimensional one – when viewed granularly.

Over the decades, various research streams have emerged that consider the diverse facets of this construct. For example, Woodruff (1997) proposed the hierarchy of consumer values, Hartman (1967) developed the axiological perspective of value, and Holbrook (1996) considered value as an eight-dimensional construct. In addition, Sheth et al. (1991) developed the theory of consumption values, a five-dimensional approach to perceived value, and Babin et al. (1994) were early proponents of the two-dimensional study of value (functional and hedonistic value).

Irrespective of a particular research avenue, all of them consider the functional or utilitarian dimension of perceived value. This dimension refers to the cognitive, more tangible, and practical side of perceived value.

It usually encapsulates benefits that can be easily measured (e.g., increase in efficiency or efficacy, added monetary value, added tangible product attributes), and, at the same time, sacrifices directly quantifiable (e.g., cost or price of a product, number of hours spent on acquiring or learning how to use the product).

Because of the omnipresence of utilitarian value in various research environments and corroborated with the focus on practicality associated with the Zoom communications platform, we decided to stick just to this dimension of the broader concept of value. We also acknowledge that our study could have been improved if we considered other facets such as hedonistic or social value.

Utilitarian value usually influences, both in offline and online environments, consumers satisfaction with an offer (Lee et al., 2009; Prebensen et al., 2014; Scridon et al., 2019). At the same time, it predicts, directly or by partial mediation through other concepts (e.g., trust, attitudes, satisfaction), different flavors of loyalty (Faroughian et al., 2012; Orero-Blat et al., 2020).

Privacy risk

Perceived risk is seen, according to Kogan and Wallach (1964), as two relatively different facets: a chance associated with a known probability and a danger which deals with the severity of the presumed negative consequences. Stone and Winter (1987) consider risk as an expectation of a loss, while Mitchell (1999) argues that it rises proportionally with the increase in the probability of a loss supported by consumers.

Due to the exponential growth and the nature of online services used by consumers, privacy risk has become an important dimension of the overall concept of risk. Privacy risk beliefs were explored by Raschke et al. (2014) as predictors of behavioral intention to use an online navigation platform. Also, Thomas et al. (2013) identified privacy risk as a salient variable influencing intention to use online services.

Furthermore, Wang and Lin (2017) considered perceived privacy risk together with perceived trust as antecedents of behavior intention to reuse a navigation app, and Scridon et al. (2019) embedded risk in a nomological network as an indirect predictor of intention to switch providers (in a business-to-business environment).

Satisfaction

Customer satisfaction represents a very comprehensive concept for which one can identify many definitions. Even so, when somebody is being asked to give a definition, this task becomes very difficult. Although satisfaction has been considered as a fulfillment response, intensifying or reducing different reactions (Oliver, 2015), more recently, a simpler version of defining it is preferred. Thus, according to Zeithaml et al. (2018, p.80) satisfaction represents "the customer's evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectations".

There are multiple research contexts (e.g., e-learning services, online traveling services, video on demand) concerned with the conceptualization and possibilities of measuring this concept, satisfaction being associated with contentment, pleasure, delight, and ambivalence (Zeithaml et al., 2018).

Considering possible antecedents, a good predictor of satisfaction is utilitarian or functional value. The relationship is usually characterized by a significant and positive association between this form of perceived value and satisfaction (Iyer et al., 2018; Jin and Xu, 2021). Researchers have also considered other antecedents that successfully help to explain satisfaction. These factors are related to: service quality (Ghane et al., 2011; Lien et al., 2011; Amin, 2016; Kaya et al., 2019), social identification (Chen and Lin, 2019), perceived value (Lien et al., 2011, Chen and Lin, 2019), hedonistic value (Iyer et al., 2018; Jin and Xu, 2021), social value, congruence (Iyer et al., 2018), confirmation, perceived usefulness, trust (Piriyakul et al., 2015), social dimension, environment structuring, meta-cognition strategies (Puška et al., 2021), site organization, user friendliness, personal need, efficiency, reliability, responsiveness (Raza et al., 2020).

Most studies focused on satisfaction highlight a positive relation with loyalty both in an offline and an online environment. Some of them (Luarn and Lin, 2003; Shankar et al., 2003; Ghane et al., 2011; Amin, 2016) tip the scale in favor of the second one, the positive effect of satisfaction on loyalty being stronger in the online medium. Also, referring to loyalty, other researchers tested the link between satisfaction and intention to reuse (Wang, 2008; Piriyakul et al., 2015; Alalwan, 2020), the results being significant and positive.

Loyalty is a salient consequence of satisfaction. Viewed granularly, of particular interest to researchers, were a number of proxies to loyalty such as commitment (Luarn and Lin, 2003), continuance, participate, and purchase intention (Chen and Lin, 2019), re-patronage intention (Iyer et al., 2018), behavioral intentions (Lien et al., 2011). It is worth mentioning that trust has been considered both as a determinant and a consequence of satisfaction (Ghane et al., 2011; Piriyakul et al., 2015), thus, to avoid ambiguity, we decided not to include it in our study.

Reuse intention

Determining consumers to return is a key issue for companies today. Therefore, understanding how or why a customer becomes loyal remains one of the crucial challenges nowadays (Luarn and Lin, 2003). Consumer loyalty for e-services was mainly concerned with keeping consumers online (Raza et al., 2020). To explain, customer e-loyalty can be translated as consumer long-term engagement to reuse services from the same company (Pham et al., 2018). Other perspective of e-loyalty refers to consumers' willingness to recommend an e-learning program, state favorable things about it, and be more likely to return to the same e-learning platform (Kilburn et al., 2016). Jin and Xu (2021) also suggest that e-loyalty can be measured by continuing to use a knowledge platform, recommending it to others and not trying to use other similar knowledge platforms. These approaches are consistent with Hsiao and Chen`s (2016) examination where online loyalty has been defined as a consumer's intention to buy from a website or to visit it again.

Consumer decision-making is a complex process, and it can be influenced by many different factors. Customers who are satisfied with a website or online platform will be more likely to trust and to reuse it (Jiang and Lau, 2021). Thus, customer satisfaction is an essential key element for continuance usage intention in terms of mobile news apps (Ye et al., 2019). In addition, perceived value, trust, and attitudinal commitment were found to be important determinants of e-service loyalty because of the highly valued relationships that are created (Luarn and Lin, 2003). In the same context, service quality is a strong determinant of customers` intention to revisit an internet website or to deliver favorable WOM (word of mouth) to other consumers (Carlson

and O'Cass, 2011). However, Amin (2016) has shown that internet banking service quality had no positive relationship with customer loyalty. Nevertheless, service quality has an indirect effect on customer loyalty via customer satisfaction, according to Amin (2016).

Existing research in relation to brand loyalty is also concerned with positive consequences for companies such as financial benefits, winning market share and developing sustainable competitive advantage (Luarn and Lin, 2003). Loyalty is also valuable for customers. When consumers are loyal to a product or service, they could save time otherwise spent searching and evaluating purchase options (Hsiao and Chen, 2016).

Conceptual framework and research hypotheses

Customer's utilitarian value usually influences his/her satisfaction level. As perceived utilitarian value increases in a range of studies (Lee et al. 2009; Prebensen et al. 2014; Jin and Xu, 2021) is shown that there is also a higher degree of enjoyment or delight from the part of the consumer. Although at first glance, an incompatibility between utilitarian value – conceptualized and measured as a cognitive construct – and satisfaction – by definition, viewed as an affective construct –Lin and Wang (2006) and Hsu and Lin (2016) demonstrated empirically that perceived value had a significant effect on satisfaction. Therefore, we argue that:

H_1: An increase in perceived utilitarian value will have a positive effect on consumer satisfaction.

A possible impact of satisfaction on reuse intention was highlighted by Jiang and Lau (2021) in the context of ride-sharing websites. They demonstrated that reuse intention was positively affected by both an increase in satisfaction and a decrease in perceived risk. Ye et al. (2019) also explored the relationship between customer satisfaction and continuance usage intention in terms of mobile news apps. Again, it was shown that customer's experience of satisfaction positively influences usage intention in the near future. Raza et al. (2020) studied the influence of satisfaction on loyalty (reuse intention) in the context of internet banking services and came to the same conclusion as in the previous studies. Thus, we expect that:

H_2: An increase in consumer satisfaction will have a positive effect on reuse intention.

Utilitarian value focuses on user's ability to work, learn, and communicate more effectively and quickly. Therefore, it is seen as an extrinsic factor positively influencing adoption and reuse intention of online platforms that help achieve these goals (Hsu and Lin, 2016). Luarn and Lin (2003) have studied the impact of perceived value on loyalty in an e-service environment and found a significant positive relationship between the mentioned factors. Luo and Ye (2019) also considered the utilitarian value – loyalty relationship and demonstrated that value associated with an online out-shopping platform affects in a positive manner customers' intention to reuse it. Based on these ideas, we propose the following hypothesis:

H_3: An increase in perceived utilitarian value will have a positive effect on reuse intention.

Gupta and Kim (2010) have shown that perceived risk negatively effects behavioral intention to reuse an online navigation platform. In the online environment, consumers perceive a greater risk of illegal sharing of personal information by service providers with third parties (Zhou, 2011), therefore reuse intention of such services is negatively affected. Also, Wang and Lin (2017) indicated that perceived confidentiality risk is negatively associated with the predisposition of sharing personal information with online service providers. This has a negative impact on adoption and usage intention of online platforms because most of them, in order to work properly, require some personal information. Hence, we argue that:

H_4: An increase in perceived privacy risk will have a negative effect on reuse intention.

Due to the fact that utilitarian value has an effect on both customer satisfaction and intention to reuse an online platform, and at the same time satisfaction is supposed to influence reuse intention, a partial mediation hypothesis arises. Formally, we state that:

H_5: Satisfaction partially mediates the positive relationship between utilitarian value and reuse intention.

In a number of previous studies (Hsu and Lin, 2016; Wang and Lin, 2017) concerned with the proposed conceptual framework (partially or totally) gender is considered as a possible moderator of the paths in the structural model. Consequently, we decided to explore, in our study, the moderating effect of gender on all the proposed casual relationships. Thus, the following set of hypotheses emerges:

H_6: The relationship between utilitarian value and satisfaction is stronger for females.
H_7: The relationship between satisfaction and reuse intention is stronger for females.
H_8: The relationship between utilitarian value and reuse intention is stronger for females.
H_9: The relationship between privacy risk and reuse intention is stronger for females.

In a similar fashion and supported by the same studies mentioned for the previous set of hypotheses, consumers' location can also play a moderator role for all the relationships in the nomological network. Therefore, we formulate the next set of hypotheses:

H_{10}: The relationship between utilitarian value and satisfaction is stronger for an urban setting.
H_{11}: The relationship between satisfaction and reuse intention is stronger for an urban setting.
H_{12}: The relationship between utilitarian value and reuse intention is stronger for an urban setting.
H_{13}: The relationship between privacy risk and reuse intention is stronger for an urban setting.

Concluding our presentation of the proposed conceptual framework, we graphically show in figure 1 the main factors and the relationships assumed to exist between them.

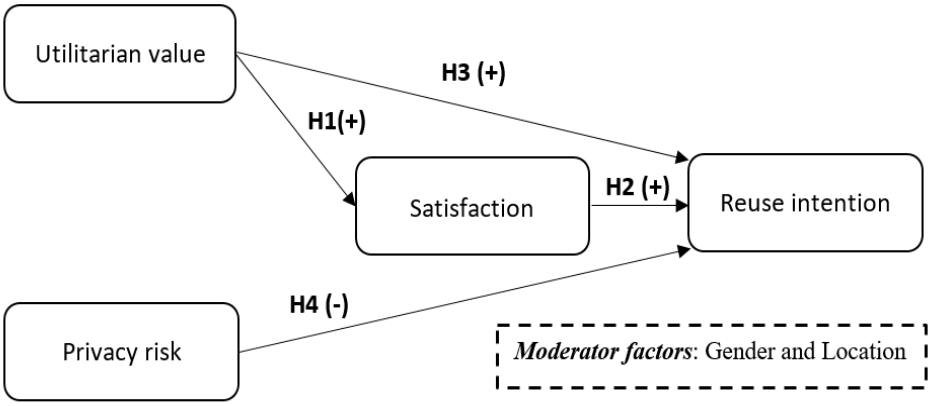

Figure 1. Conceptual framework

Material and Method

Measurement scales

Considering the reflective nature of the factors from the proposed conceptual framework, multi-item, seven point, Likert-type measurement scales were identified and adopted for each construct. Items from the measurement scales were translated in Romanian following the back translation method proposed by Brislin (1980). We mention that the complete measurement scales used in our questionnaire can be consulted in Appendix A at the end of this article.

Utilitarian value was measured at a global level using items adopted from Hsu and Lin (2016). We decided to measure value globally and not at a component level (benefits and sacrifices) because, in this study, it does not play center stage in the investigated nomological network. Also, we were more interested in its relationships with factors such as satisfaction and intention to reuse, than exploring value at a granular level. Furthermore, there are, as mentioned in the literature review chapter, research streams that consider value as a unidimensional construct, thus offering additional support for measuring it globally.

Satisfaction is a factor than can be successfully measured from a global or unidimensional perspective, but also as a difference between expectations and perceptions (the gap model). In this study, for parsimony, we consider satisfaction as a unidimensional construct. Considering the online context of our study, we adopted the measurement scales proposed by Hsu and Lin (2016), who also measured satisfaction but with online apps that facilitate micro-transactions or e-payments.

Perceived confidentiality or privacy risk represents a facet of the broader term of perceived risk. In the specific research literature, perceived risk, with its various dimensions (operational, functional, financial, etc.) is usually measured using multi-item scales. In our study, we did not deviate from this convention and adopted measurement scales developed by Wang and Lin (2017) in the context of location-based apps. These scales naturally necessitated adjustments to our research direction, by modifying some of the words to better reflect the online environment of our study.

Reuse intention as a proxy of loyalty was operationalized by adopting and modifying measurement scales also developed by Wang and Lin (2017). It is worth mentioning that, in our study, we did not observe actual behavior but instead the intention to engage in such behavior. Therefore, caution must be taken when considering the predictive power of the proposed model, because usually there is a discrepancy between intention and actual behavior.

Before implementing the main survey, the data collection instrument was validated using a pretest. In this phase, 8 respondents were involved, each of them being an experienced user of the Zoom platform. They were asked to critically review and comment on the content and wording of each question, as well as on questionnaire length and time to complete it. After reviewing their comments, we concluded that we achieved acceptable reliability and face validity for our questionnaire, hence we proceeded with the main survey.

Method

Based on our research objectives described previously, the target population in our study were Romanians graduating at least a high school and continue their education, in the 18-26 age group, all users of the online communications platform Zoom.

We defined our target population this way because we identified a lack of studies done in Eastern Europe referring to usage of online communications platforms (offering in an integrated way voice, video, file sharing and other productivity elements) in the young population. Zoom was chosen because it was the preferred platform, recently edging out other alternatives such as Microsoft Teams or Google Meet.

In the absence of an adequate sampling frame, we decided to choose a non-probabilistic sampling technique. Therefore, a sample was formed using judgmental sampling to select individuals from the target population described earlier.

Data collection was carried out for five days, in the first semester of 2021, using an online survey, developed on the SurveyMonkey platform. After cross-checks and data validation, 421 usable responses were retained for data analysis. The sample structure is shown in table 1, based on respondents' gender, location, and average time spent on the Zoom platform (daily and weekly).

Table 1. Sample structure

Variable	**%**
Gender	
Female	69.1
Male	30.9
Location	
Urban	67.7
Rural	32.3
Time spent daily (on average)	
< 1 hour	1.4
[1-2) hours	6.4
[2-4] hours	39.9
> 4 hours	52.3
Time spent weekly (on average)	
Daily	5.7
Between 5-6 days	44.7
Between 2-4 days	48.9
One day or less	.7

Source: authors' own calculation

One can easily observe an imbalance in the sample structure based on gender and location. This is due to the fact that in Romania a higher proportion of young women continue their education, than men (at the national level the split is approximately 65% in favor of women) (INS, 2017). Also, a higher proportion of young people from an urban area continue their education than from a rural population, therefore our sample approximately reflects the structure of the target population. Furthermore, considering how we defined our population – users of the communications platform Zoom and young people that continue their education – our sample includes respondents that on average use Zoom in a relatively intensive way (more than half use it for at least 4 hours a day). Additionally, weekly usage is high, 48.9% of respondents declaring they are using it between 2-4 days per week.

Results and Discussions

Data analysis

Measurement model

Considering the proposed nomological network and the reflective nature of the factors within it, the data analysis process is based on covariance structural equation modeling (SEM). We mention that all data analysis was performed with support of IBM SPSS and AMOS version 20.

According to Hair et al. (2010) and Byrne (2013), the first step involves confirmatory factor analysis (CFA) in order to achieve an acceptable measurement model. Model fit is evaluated taking into account Chi-square/degrees of freedom (χ^2/df), Goodness-of-fit index (GFI), Adjusted goodness-of-fit index (AGFI), Comparative fit index (CFI), Root mean square error adjusted (RMSEA), and PClose. In table 2 values for the aforementioned model fit indicators are presented along with the recommended thresholds for them.

As one can observe in table 2, all goodness-of-fit indicators are in accordance with their threshold values, therefore acceptable model fit was achieved.

Table 2. Measurement model fit

Indicator	Value	Threshold
χ^2/df	1.779	<3
GFI	.963	>.95
AGFI	.942	>.80
CFI	.990	>.95
RMSEA	.043	<.05
PClose	.795	>.05

Source: authors' own calculation

In addition to CFA performed in AMOS, we also did an exploratory factor analysis (EFA) to verify the factor pattern structure. EFA was evaluated with the Kaiser-Meyer Olkin (KMO) statistic (0.892>0.5) and Bartlett's test of sphericity (p-value=0<0.05). Thus, the available data is useful in performing an EFA. The complete pattern matrix can be consulted in Appendix B.

Usually, the second step in covariance-based SEM involves evaluating measurement scales' reliability, convergent and discriminant validity. Reliability was evaluated using composite reliability (CR) values above 0.7 considered acceptable.

Convergent validity was deemed adequate if the average variance extracted (AVE) for each factor in the proposed nomological network was equal or greater than 0.5.

Discriminant validity was assessed using the technique first described by Fornell and Larker (1981), according to which the square root of the average variance extracted for each individual construct should exceed the bivariate correlation between the respective construct and the other constructs within the measurement model. Additionally, we also considered other criteria for discriminant validity, such that the Maximum Shared Variance (MSV) for each construct should be smaller than their AVE.

Results for measurement scales' reliability and convergent validity are presented in table 3, and for discriminant validity in table 4.

Results in table 3 show no concerns relating to the measurement scales' reliability or convergent validity. Also, the values in table 4 do not indicate discriminant validity problems.

Table 3. Measurement scales' reliability and convergent validity

	CR	AVE
Satisfaction	0.942	0.801
Utilitarian Value	0.878	0.705
Reuse intention	0.918	0.789
Risk	0.907	0.764

Source: authors' own calculation

Table 4. Measurement scales' discriminant validity

	MSV	Satisfaction	Utilitarian Value	Reuse intention	Risk
Satisfaction	0.602	***0.895***			
Utilitarian Value	0.602	0.776	***0.840***		
Reuse intention	0.416	0.645	0.643	***0.888***	
Risk	0.012	0.003	0.041	-0.109	***0.874***

Source: authors' own calculation

Thus, based on results from tables 3 and 4, we confidently continue our data analysis process, translating from the measurement to the proposed structural model.

Structural model

With the main aim of hypothesis testing for this part of the process, we start by evaluating once again model fit, this time for the structural model. We used the same goodness-of-fit indicators previously mentioned for the measurement model. Values for those indicators are presented in table 5.

It can be seen that all model fit indicators again are in accordance with their threshold values, therefore, structural model fit is considered adequate. Accordingly, we focus next on hypothesis testing.

Table 5. Structural model fit

Indicator	Value
χ^2/df	1.759
GFI	.962
AGFI	.943
CFI	.990
RMSEA	.043
PClose	.815

Source: authors' own calculation

The hypotheses referring to direct relationships between factors will be confirmed if the associated standardized regression weights (SRW) have a p-value less than 0.05 and also have the expected sign. Results for this set of hypotheses are presented in table 6.

Table 6. Standardized regression weights and hypotheses status

Independent variable	Dependent variable	SRW	p-value	Hypothesis status
Satisfaction	Reuse intention	.360	.000	Confirmed
Utilitarian value	Reuse intention	.370	.000	Confirmed
Risk	Reuse intention	-.125	.002	Confirmed
Utilitarian value	Satisfaction	.776	.000	Confirmed

Source: authors' own calculation

As seen in the last column of table 6, all hypothesis referring to direct relationships between factors were confirmed.

To better understand the proposed conceptual framework, we continue with the hypothesis involving partial mediation of the relationship between utilitarian value and reuse intention by satisfaction. Using bootstrapping (2000 samples) and bias-corrected confidence intervals (95%), we arrived at an estimate for the indirect effects of 0.264 (p-value=0.001, 0.122 lower bound, and 0.427 upper bound for the confidence interval). Thus, satisfaction partially mediates the positive effect of utilitarian value on reuse intention.

We finalize the data analysis process with the proposed hypotheses referring to the role played by gender and respondents' location (urban or rural) as moderators. In this regard we used the built-in multi-group function of AMOS, which is based on the chi-square approach of testing multi-group differences. The outputs of this function are shown in tables 7 (gender) and 8 (location).

Table 7. Standardized regression weights and hypotheses status (gender as moderator)

Independent variable	Dependent variable	SRW	p-value	Hypothesis status
Female				
Satisfaction	Reuse intention	.256	.002	Not confirmed
Utilitarian value	Reuse intention	.466	.000	Confirmed
Risk	Reuse intention	-.094	.054	Not confirmed
Utilitarian value	Satisfaction	.766	.000	Not confirmed
Male				
Satisfaction	Reuse intention	.576	.000	Confirmed
Utilitarian value	Reuse intention	.165	.215	Not confirmed
Risk	Reuse intention	-.165	.026	Confirmed
Utilitarian value	Satisfaction	.784	.000	Confirmed

Source: authors' own calculation

We mention that the chi-square value is 22.137, with 13 degrees of freedom, and an associated p-value of 0.053 (the null hypothesis cannot be rejected at the 95% confidence level, but is rejected at the 90% level), thus indicating differences between females and males.

Table 8. Standardized regression weights and hypotheses status (location as moderator)

Independent variable	Dependent variable	SRW	p-value	Hypothesis status
Urban				
Satisfaction	Reuse intention	.389	.000	Confirmed
Utilitarian value	Reuse intention	.334	.000	Not confirmed
Risk	Reuse intention	-.169	.000	Confirmed
Utilitarian value	Satisfaction	.757	.000	Not confirmed
Rural				
Satisfaction	Reuse intention	.177	.293	Not confirmed
Utilitarian value	Reuse intention	.568	.002	Confirmed
Risk	Reuse intention	.001	.987	Not confirmed
Utilitarian value	Satisfaction	.831	.000	Confirmed

Source: authors' own calculation

The chi-square value is in this situation equal to 27.722, with 13 degrees of freedom, and a p-value of 0.010. Therefore, significant differences between respondents from urban locations and rural ones are observed.

In the next section of this paper, we will discuss the main results of the data analysis process referring to other studies with a similar topic.

Discussion

Considering the main aim of our study, namely, to explore several factors' (utilitarian value, satisfaction, and risk) influence on reuse intention of the Zoom communications platform, we have shown how this form of loyalty is influenced, either directly or indirectly, by each of the mentioned predictors.

First, the collected data supports the presumed relationship between utilitarian value and reuse intention. Hence, if Zoom communication platform is perceived as providing a greater utilitarian value to its customers than other alternatives, its reuse intention will probably increase or, at the least, remain constant in the near to medium future.

This finding is similar with the results from Lee et al. (2009) which demonstrated that only utilitarian value has a direct effect on behavioral reuse intention in the online auction shopping environment. Furthermore, Prebensen et al. (2014) also showed that utilitarian value is a strong predictor of loyalty in the holiday market when choosing a tourist destination through online recommendations websites.

Therefore, the developers of the Zoom platform should try to maximize utilitarian motivations such as efficiency, quality, and rapid response time in order to increase users reuse intention. A clear and concise layout of the different functions of the Zoom platform together with an intuitive menu will, for sure, facilitate these utilitarian goals.

Second, our model considers satisfaction as playing two roles. It is a salient predictor of reuse intention having a strong positive effect on this form of loyalty. At the same time, satisfaction partially mediates the positive effect of utilitarian value on reuse intention. Our results are in line with those of Lien et al. (2011) that showed the dual role played by satisfaction in an online shopping context and Hsu and Lin (2016) which studied the similar perspective in an e-payment environment.

Given the competition, based on functionality and price (usually free), developers should be aware of the importance of satisfaction among Zoom users. Thus, developers should strive to manage consumers' expectations

and, at the same time, offer not just functional experiences, but also emotional ones. These expectations could be managed using targeted advertising (preferably online) plus facilitating and encouraging positive word of mouth on various social media platforms. Furthermore, expectations should be consistently met and even outdone by what is delivered in terms of experiences to the end users. Doing this, it will not only create satisfaction, but also drive reuse intentions for the Zoom platform.

Third, our results highlight the negative effect of perceived privacy risk on reuse intention. Similar findings were reported by Zhou (2011) in the context of websites targeting smartphone users, and Wang and Lin (2017) for navigation apps. All of them bring forward the importance of privacy for users of online services. Reuse intention will consistently drop if customers consider that their personal information is not treated as confidential or even sold to third parties by such platforms.

With this in mind, providers of online communication services should emphasize the care and security for the personal data of their users. Also, by default explicit consent should be obtained for each user if personal information will be used in other contexts than to access the primary service offered. Additionally, in the event of users data breaches, the providers of these services should adopt a clear and transparent policy to swiftly address such inconveniences for the consumers.

In addition to the direct effect relationships previously discussed, our model included two variables – gender and location – as moderators of the causal paths already explored. Results show that for some relationships, there is a moderator effect from both variables. For example, the positive relationship between satisfaction and reuse intention is stronger for females indicating the higher importance of managing emotional motivations for this group of users. Another example shows that urban users have greater concerns for privacy when using such online services and their reusage intention will be lower if not properly addressed. Also, urban consumers perceive higher levels of utilitarian value when using online communication services, thus, it is more likely that this group will reuse such platforms.

Limitations and future research

The main findings of this study should be interpreted with caution because of several considerations. Firstly, the sample used is a non-probabilistic one and results should not be generalized to the whole target population, but used as guidelines or indications of the relationships

between the factors considered. When an adequate sampling frame becomes available, stratified sampling could be used to form a representative group of persons and to study it.

Secondly, a number of factors that are antecedents of loyalty were omitted from our model. We acknowledge that trust, attitudes, perceived quality, or social norms play an active role in shaping consumers intention and loyalty. In future studies, one or two additional concepts could be included in order to better explain consumers' reuse intentions of the Zoom platform.

Thirdly, this study did not consider the impact of reuse intention on the service provider. Therefore, a possible avenue of research could explore the specific influence that loyalty manifested to reuse intention has on company's profitability and costs of doing business.

Fourthly, the subjects were users of Zoom services in Romania, all of them being young and relatively well educated (at least a high school diploma). Considering these, lifestyles and culture may differ between groups of consumers and countries. Future research may incorporate the additional variables in order to better explain the main relationships from the model.

Conclusions

In this article, we wanted to explore the mechanism trough which utilitarian value, satisfaction, and privacy risk influences reuse intention of the Zoom communication platform. Based on the collected data, results show that perceived utilitarian value influences both directly and indirectly (partial mediation by satisfaction) the intention to continuously use Zoom by end consumers. At the same time, there is also a strong positive effect of satisfaction on loyalty (manifested as reuse intention). Juxtaposed, perceived privacy risk has negative effect on consumers' motivations to reuse such online services as provided by Zoom. Furthermore, in our model there are multi-group differences (based on gender and location) for the analyzed paths, some of them being irrelevant for particular groups (e.g., rural users).

Our study could provide some valuable insights for practitioners interested in enhancing their customers' loyalty by explaining how they should integrate the main findings of this research in the overall customer experience strategy.

Appendix A. Measurement scales

Construct	Item
Utilitarian value [a]	
	Using Zoom enables me to accomplish work, learning, and communication more quickly. (UV1)
	Using Zoom enables me to accomplish work, learning, and communication more effectively.(UV2)
	Using the app improves the quality my work, learning, and communication.(UV3)
Satisfaction [a]	
	Using Zoom makes me feel very satisfied. (SAT1)
	Using Zoom gives me a sense of enjoyment.(SAT2)
	Using Zoom makes me feel very contented.(SAT3)
	Using Zoom makes me feel very delighted.(SAT4)
Privacy risk [b]	
	Providing Zoom with my personal information would involve many unexpected problems. (Risk1)
	It would be risky to disclose my personal information to Zoom.(Risk2)
	There would be a high potential for loss in disclosing my personal information to Zoom.(Risk3)
Reuse intention [b]	
	Given the chance, I intend to reuse Zoom.(R1)
	I expect my reuse of Zoom to continue in the future.(R2)
	I intend to reuse Zoom.(R3)

Source: adapted from Hsu&Lin (2016)[a] and Wang&Lin (2017)[b]

Appendix B. EFA Pattern Matrix

	Factor			
	1	2	3	4
UV1				.623
UV2				.920
UV3				.755
SAT1	.849			
SAT2	.907			
SAT3	.773			
SAT4	.956			
R1		.851		
R2		.831		
R3		.947		
Risk1			.886	
Risk2			.833	
Risk3			.903	

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

Source: authors' own calculation

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