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An Analysis of Consumer Intention to Use E-Hailing Services Among Generation Z in Malaysia

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Abstract: The advent of numerous mobile transportation applications has resulted in an increase in demand for e-hailing services, which has resulted in a significant transformation in the transportation sector in recent years. As a result, the goal of this research is to determine how attitudes, subjective norms, perceived behavioral control, and perceived usefulness relate to consumer intention among Malaysia's Generation Z. Additionally, by sending questionnaires to respondents among Generation Z, this study employs quantitative approaches. According to the Krejcie & Morgan sample size chart, this study should include 384 respondents. Data analysis is done using the statistical package for social science (SPSS). Descriptive analysis, Reliability Test, Normality Test, and Multiple Linear Regression Analysis make up the analysis. The outcome will demonstrate whether there is a relationship between attitude, subjective norm, perceived behavioral control, and perceived usefulness towards consumer intention to use e-hailing services among Generation Z in Malaysia. This report will contribute to academic research, e-hailing companies, and the Department of Transport Malaysia in terms of knowledge, demographic, and statistics of the e-hailing services.

Keywords: Consumer Intention, E-hailing services, Generation Z

1. Introduction

Nowadays technologies have their rapidly advancing, especially in E-commerce. This business has become a trend during this day and has its own saw on demands firms for example Amazon (e-Marketplace), Airbnb (e-rental service), and lastly Grab (e-hailing) building and providing their digital marketplace for selling goods and services to the consumer (Roslan, 2020). Laudon and Laudon (2018) stated that global investment from E-commerce has been expected to go around 3.55 trillion by 2020 and can go even higher when reaching 2028. This is because e-commerce has made it possible for

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businesses to benefit from e-commerce because of the ability to operate 24 hours and 7 days a week. This research will be more focused on the e-hailing services that have dominated the market globally while focusing on the consumer intentions themselves.

This study is to discover the factors that influence the consumer intention to use e-hailing services among young consumers in Malaysia. This research will be adopting the Theory of Planned Behavior (TPB) model. In Malaysia, 33 businesses provide e-hailing services, including Grab, Air Asia Ride, Buddy Driver, Kumppool, and others (Ubaidillah *et al.*, 2019). Given the need, it has been demonstrated that e-hailing has developed into a significant industry in Malaysia. Therefore, this research will help discover more deeply the determinants of consumer intention to use e-hailing services among generation z consumers in Malaysia.

This first chapter will consist of six parts the background of the study, problem statement, research question, research objective, the scope of the study and lastly significance of the study.

2. Literature Review

This chapter will provide evidence of a selected literature review on consumer intentions to use e-hailing services among Generation Z in Malaysia

2.1 E-hailing Industry

The e-hailing industry has rapid growth every year because of technological advancement. Due to the migration of traders and consumers to online platforms, there is no longer a need for physical stores, which eliminates all physical interaction. These developments have led to a better allocation and management of firm resources, stocks, and capital that have produced efficiency that could be demanded through more conventional business methods. The "Shared Mobility" sub-classification of the sharing economy is one of the important ones to emerge inside the transportation sector (Marzuki, 2020). When compared to traditional public transportation, where services like e-hailing, ride-sourcing, ridesharing, and carpooling are offered to supplement the needs of specific clients, shared mobility is a new concept (Marzuki, 2020).

The use of a private car to transport a paying passenger that is made possible by the use of technology and apps is known as "E-Hailing" in Asia, but these services are known as "Ride Sourcing" or "Ride-Hailing" in North America and Europe (Shaheen *et al.*, 2015). Unquestionably, this type of sharing economy is growing, as shared mobility services have grown to play a crucial role in the modern transportation sector (Amirullah, and HuiXing, 2018). This popularity can be a result of the service's skill in addressing many aspects that can affect consumer preferences. Additionally, e-hailing services provide on-demand services at a reasonable cost compared to other forms of transportation, like taxis, which are occasionally less than market prices. The e-hailing services continue to advance as a preferred form of transportation for urban commuters despite the fact that this below-the-belt strategy is unregulated (Frost and Sullivan, 2016). The majority of shared mobility services are therefore viewed as being disruptive to the current transport model (Audouin and Neves, 2018).

The importance of e-hailing has come in various factors such as accessibility, improving transportation efficiency, and becoming the backbone of economic growth (Marzuki, 2020). Based on the Research Centre (2019) stated that 36% of adults in America use e-hailing such as Uber and Lyft where the comparison is 15% higher than the previous years when only 21% of US people use e-hailing. Based on the research it will be expected to grow to 56% by the end of 2024. This shows the massive impact of demand to use e- hailing services.

For Asia, e-hailing companies have dominated the market throughout the Asia Pacific region the companies are Grab, Gojek, Ola, Didi, and Uber (Marzuki, 2020). Based on the Statista. E-hailing companies such as Uber have operated in Australia, New Zealand, Bangladesh, Sri Lanka, Japan South

Korea, Taiwan, and Hongkong where the headquarters of Uber is in Singapore. For Malaysia, e-hailing has become so big that 7.71 million people in Malaysia have used e-hailing based on Statista (2023) and it is expected to attract more especially Generation Z to use e-hailing services.

2.2 Theory of Planned Behavior (TPB)

TPB stands for the Theory of planned behavior and was created by Icek Ajzen (1991). The theory of planning is a model to express human conduct where the theory is guided by three cycles of thought which are social convictions, regularizing convictions, and control convictions which lead towards specific results like disposition towards people control, conduct, and emotion. The theory of planned behavior has usually been used in different sorts of fields such as healthcare, politics, organization, and business. As in the original theory, the theory of planned behavior is to discover the individual intention to perform that leads to behavior where it becomes a guideline on the effort and intention to use or purchase the product or services. Moreover, the Theory of planned behavior consists of three main variables which are attitude, subjective norms, and perceived behavioral control.

Based on the theoretical framework by Ajzen (1991), the first variable is an attitude which has been defined as an individual's positive or negative evaluation of the performance of a particular behavior (Ajzen & Fishbein,1980). The author of the study argues that attitudes contribute to behavioral beliefs that are connected to an individual's intent. This is due to the fact that the person thinks they have assessed it both favorably and unfavorably (Ajzen 1985).

The second variable in the framework of the theory of planned behavior is subjective norms. A subjective norm defined as social pressure is exerted on an individual to engage in a particular behavior (Ajzen & Fishbein,1980) This subjective norms belief that the individual intention has been influenced either by, friends, family, or a group of people used or purchase the product or services (Ajzen 1985).

Lastly, the third variable is perceived behavioral control. Perceived behavioral control is an individual's perceived ease or difficulty in performing a particular behavior (Ajzen & Fishbein,1980). As mentioned by Ajzen (1991), perceived behavior control affects the consumer's intention because the consumer has the experience, the knowledge of the product or services, and also the individual confidence in the services.

The theory of planned behavior has been recognized as the most influential in determining human behavior in a wide area therefore in the context of determinants of consumer intention to use e-hailing services among Generation Z consumers in Malaysia. In the previous study by (Chin, Leng, Yacob, and Vijayeswaran 2019, Ubaidillah et al, 2019) they used this theoretical framework is because to get a better understanding of human intention toward e-hailing where the theory consists of attitude, subjective norms(SN), perceived behavioral control(PBC) and perceived usefulness (PU) three of the independent variables has focused on the consumer emotion, control, and conduct.

2.3 Technology Acceptance Model (TAM)

Davis (1989) creates TAM to help explain why consumers are so willing to adopt cutting-edge technologies. The TAM asserts that how information systems (IS) are really used depends on the customer's purpose, which is decided by their attitude. Numerous studies have shown that TAM is effective in predicting user behavior and it is often utilized in IS research (Jin 2014; Hwang et al 2016). TAM aims to forecast user acceptance of the information system and find design flaws before users engage with the system. The TAM is the most widely used model of technology acceptance and usage and has the most empirical support.

TAM has received significant criticism, especially for omitting other crucial concepts that could have helped us to understand why people adopt new products and technology. The fundamental principles of TAM do not entirely capture the unique characteristics of each technology, nor do they account for the particular effects of technological and usage-contextual factors (Wang *et al.*, 2006). It is imperative to determine whether concepts that effectively explain one aspect or setting will also work well in other environments.

Not to mention, according to Mohammadi (2015), this model has been used in several studies to examine the factors influencing how people use new technologies. Numerous studies have employed a range of theoretical perspectives based on past research to explain and understand how customers accept and use new technology. The TAM considers (Ayeh, 2015, Kim and Shin, 2009) the most useful method for determining consumer acceptability and use of technology-related applications.

Furthermore, previous research revealed that TAM ignores elements that could change users' attitudes toward technology. The impact of social and control factors on behavior that has changed user acceptability is not taken into account by TAM, according to Taylor and Todd (1995) and Wang *et al.* (2006). The TAM can only account for up to 40% of the variation in IT usage due to the absence of characteristics that may be crucial predictors of technology acceptance (Legris *et al.*, 2003; Taylor & Todd, 1995). According to Chin, Leng, Yacob, and Vijayeswaran, (2019), the TAM model has been used to analyze the consumer intention to use the services and their behavior on acceptance of the services that have been developed on the application. Below is the framework of the Technology Acceptance Model.

2.4 Independent Variables

a) Attitude

Attitude theory has been defined as a person's positive or negative assessment of another person performing a specific behavior (Ajzen and Fishbein, 1980) There have been numerous studies where participants' attitudes were formed through their own personal experiences and knowledge gained from others, which they then applied to their own life. To make it simple, it is the individual characters, perspectives, opinions, beliefs, or emotional dispositions toward certain products or services Arumugam, Ismail, and Joeharee (2020),

From the previous study Arumugam, Ismail, and Joeharee (2020), stated that attitude has influenced people in different perspectives based on their generation where youth mostly adapt to e-hailing services while the older generation will have difficulty adapting to the current way of e-hailing works. According to Wu and Song (2021), attitude significantly has a positive influence on consumer intention. Also, Christina and Yasa (2021) suggest an attitude of a positive relationship with consumer intention to use e-hailing services.

b) Subjective Norms

Subjective norms have been defined as social pressure exerted on an individual to engage in a particular behavior (Ajzen and Fishbein, 1980). Subjective norms are reflections of what people believe others expect of them when they sit. It is described as a constant pressure placed on a person to communicate in a particular way. According to Ajzen and Driver (1992), the abstract norm is acknowledged to be a societal MBA Graduate Project (MBA-GP) Seminar Paper II 5 consideration of nature. Standardizing conviction and inspiration to comply results in abstract standards. Regularizing conviction permission refers to a personal judgment of how others would value one to continue in a particular situation, whereas inspiration to go along refers to the desire of the individual to agree with the opinions of real others.

In this research, subjective norms refer to consumers who are involved in a social network of people they consider to be influential and who use an e-hailing service. This network will influence consumers' decisions and behaviors toward using e-hailing. Consumers observe and learn about innovation from those who are using it, according to Young (2019), and they assess and determine whether the system is worthwhile employing. According to Weng *et al.* (2017), Attitude and subjective norms have considered the most influential factor in consumer intention to use e-hailing services (Ubaidillah et al 2019, Yunoh and Ibrahim 2020, Zolkefle and Nawi, 2020, Arumugam, Ismail and Joeharee, 2020) where the data collection proof that it has a strong relationship with the consumer intention to use e-

hailing services. There has also been studied by Zalma (2020) where recommendations by certain important groups which are from subjective norms significantly impacted the purchase intention of the consumers.

c) *Perceived Behavior Control*

Perceptions of behavioral control are based on control beliefs (Ajzen, 1991). According to Ajzen and Fishbein (2000), perceived behavioral control (PBC) refers to a person's perception of how easy or difficult it is to carry out a certain action. Behavioral control refers to a person's feeling of control over a certain behavior and is triggered when people believe they have more resources and confidence than anticipated impediments (Ajzen, 1985). Resources include things like cash, time, information, specialized skills, and reliance on others (Ajzen, 1985).

In this case, the use of e-hailing services through perceived behavioral control (PBC) can be studied through the theory of planned behavior. They have been studied by Chin, Leng, Yacob, and Vijayeswaran (2019) where Perceived Behavioral significantly has a positive relationship towards consumer intentions but some research by Ubaidillah et al, (2019) stated that perceived behavior control arguably has a less significant influence on consumer intentions to use e hailing services compared to attitude and subjective norms. Both of the factors show a significant relationship towards consumer intentions but not for perceived behavioral control.

d) *Perceived usefulness*

Consumer intention can be used to measure perceived usefulness, which Davis and Bagozzi (1989) describe as the degree to which a person believes utilizing the system will improve their performance. One of the TPB constructions suggests that it has a favorable impact on a person's inclination to accept an information system. According to Davis (1989), perceived usefulness (PU) measures how much users think using a particular technology would improve their results. According to Lin and Chen (2012), people accept new information technology when they think it will increase efficiency and effectiveness or otherwise be more beneficial. According to Venkatesh et al (2003), Perceived usefulness is people that believe in a specific system. In another context, perceived usefulness has been used most in information technology were referring to individual subjective preference on the adoption of the new technology. Perceived usefulness has usually been measured using Likert scale items to know the individual opinion or intentions about the benefit or advantage using specific technologies (Davis and Bagozzi, 1989).

Due to its user-friendliness and ease of use, perceived usefulness has a positive relationship with e-hailing services, particularly among young people, according to a previous study on the intention to use e-hailing services (Joia and Altieri, 2018, Weng et al, 2017). studies on how the intention to utilize e-hailing affects perceived usefulness, however, have shown conflicting results. According to Weng *et al.* (2017), the concept has a favorable impact on young people's MBA Graduate Project (MBA-GP) Seminar Paper II 6 continuous intention to utilize e-hailing services. Joia and Altieri (2018) hypothesized that the perceived usefulness hypothesis influences e-hailing intention in a favorable way. However, the research will examine the perceived usefulness in relation to user satisfaction and intention to use ride-hailing services. This finding is consistent with that obtained by Hsiao *et al.* (2018) in their study on e-hailing services in university students where perceived usefulness has a positive relationship to the use of e-hailing services.

2.5 Dependent Variable

a) *Consumer Intention*

Consumer intention is a person's commitment, plan, or decision to carry out an action or achieve a goal (Eagly and Chaiken, 1993). Consumers' intention is a type of decision-making that examines

consumers' motivations for purchasing a certain brand (Shah *et al.*, 2012). According to Martinez et al (2007), consumer intention can also be defined as the tendency of a buyer to purchase a particular good or service under a particular circumstance. Additionally, according to Jamieson and Bass (1989), one of the key factors used to predict whether a consumer would really buy a product is their intention to do so. The implementation of a new distribution channel can be tested using consumer intention. Managers can use it to identify which consumer segments and geographic areas to target through the channel, as well as whether the concept merits future development (Morwitz *et al.*, 2007). There is also the concept of online purchase intention, which is the level of consumer willingness to make an online purchase. The method of determining a consumer's intention could be quite challenging because it is generally believed to be based on attitude and subjective norms. However, a consumer's intention could be a major motivator for the buyer to urge purchase and compare a certain product (Dr Vahidreza Mirabi, 2017).

2.6 Hypotheses Development

The hypothesis will become the guidance to develop the theoretical framework and predict the relationship between independent variables and dependent variables. Hence, the independent variables are attitude, subjective norms, behavioral control, and perceived usefulness while the dependent variable is consumer intention to use e-hailing services among Generation Z in Malaysia. According to Chin, Leng, Yacob, and Vijayeswaran (2019) Stated that attitude and perceived behavioral control have a positive relationship with consumer intention to use e-hailing services. For perceived usefulness, Weng *et al.* (2017) stated that the concept has a favorable impact on young people's continuous intention to utilize e-hailing services. Therefore, it concluded that:

H1 = There is a relationship between attitude and consumer intention to use e-hailing services among Generation Z consumers in Malaysia

H2 = There is a relationship between subjective norms and consumer intention to use e-hailing services among Generation Z consumers in Malaysia

H3 = There is a relationship between perceived behavior control and consumer intention to use e-hailing services among Generation Z consumers in Malaysia

H4 = There is a relationship between perceived usefulness and consumer intention to use e-hailing services among Generation Z consumers in Malaysia

2.7 Framework of the Study

According to the conceptual framework model, each independent variable should be examined to see if there is a relationship between them and the dependent variable. Attitude, subjective norm (SN), perceived behavioral control (PBC), and perceived usefulness (PU) from the Theory of Planned Behaviour Ajzen (1991) are tested against consumer intention.

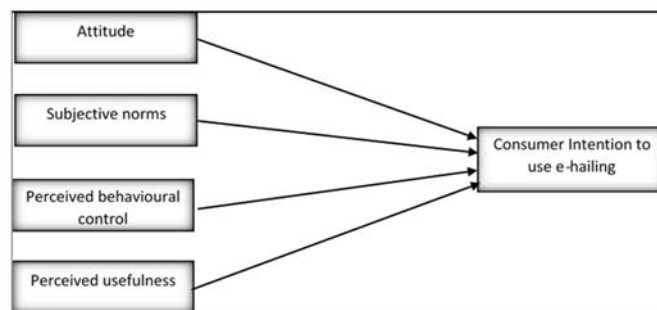


Figure 1: Determinants of consumer intention to use e-hailing services among generation z consumers in Malaysia

3. Conclusion

In conclusion, this research purpose is to learn the consumer intention to use e-hailing services among Generation Z in Malaysia. From previous research, there has been a lot of study on using e-hailing services in Malaysia. There have been multiple articles where studying Generation X's intention on using e-hailing services (Circella *et al.*, 2018), and they're also studies on Generation Y (Nielsen, 2014), gender (Zolkefle and Nawati, 2020), and lastly university students (Wang, 2018, Yunoh and Ibrahim, 2020). Even though they have been studied among Generation Z (Chin, Leng, Yacob, and Vijayeswaran, 2019), this research stated that they have been limited studies on learning the consumer intention to use e-hailing services among Generation Z consumers in Malaysia. The strength of this research is to know the intention of Generation Z to use e-hailing services. This research will help the e-hailing companies to know their consumer using their services.

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