

Adopting e-hailing Application Among Malaysian Millennials

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Abstract— e-hailing apps dominate the public taxi transport sector all over the globe. Different researchers study this disruptive business model from a different perspective. The current researchers look at this phenomenon from the technology acceptance perspective. Technology Acceptance Model (TAM) make the base for the study. The variables Performance Expectancy (PE) and the Effort Expectancy (EE) and another two variables Trust, and Enjoyment are also considered in this study. Data were collected from 352 university students who are millennials. Out of the four hypotheses proposed, Effort Expectancy (H2), Trust (H3), and Enjoyment (H4) positively influence Intention. The hypothesis related to PE (H1) was not supported. Implications are discussed.

Keywords— e-hailing, TAM, Malaysia, Millennials

I. INTRODUCTION

Advancement in technology leads to disruptive technologies that become the core of change in doing business in the modern world. Such kinds of disruptive business models are prevalent all over the globe. On-demand services are one such kind that dominates many industries such as transportation and tourism. e-hailing an on-demand transport service has disrupted the many decades' old taxi services in many parts of the world. Malaysia also not exceptional to this scenario. In Malaysia, the fleets used by traditional taxi operators and the e-hailing operators are not that much different. However, there are so many issues and complaints are being put forwarded that the e-hailing disturb or kill the traditional taxi sector. Therefore, it is quite interesting to know what influence the customers to choose the e-hailing services over traditional taxi services.

There are different kinds of perception on this phenomenon that's leads to investigate it from different perspectives. Some researchers look at it from a marketing perspective and used service quality constructs to investigate. Some others looked at it from the technology acceptance perspective and studied it accordingly. The current researchers also wanted to investigate the same phenomena from technology acceptance perspective. Accordingly, the research framework for this study was mainly evolved based on technology acceptance models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). The variables Performance Expectancy (PE) and the Effort Expectancy (EE) are considered following UTAUT. Besides, another two variables Trust which is the opposite of risk and Enjoyment

that is highly related to the research population, the millennials are also considered in this study.

The researchers believe that the findings of this study would be significant for academic as well as practitioners. Because the targeted population for this study; millennials who will be the leading players in the economy to come.

The paper has been divided into five section. Subsequent section discusses about the related work in this area of study. The research framework section enlightens the conceptual framework of the study and discusses about data collection methods and sample profile. The fourth section reports the findings of data analysis while the final section develops a discussion based on the findings and try to formulate a conclusion.

II. RELATED WORKS

Several studies on e-hailing services have adapted technology adoption and its related theories. for example, in Thailand, an empirical work has been done based on TAM and DOI (Diffusion of Innovation Theory) that examine the influencing factors of e-hailing application [1]. Influencing factors of recommendation intentions of users' were investigated in another study in China using TAM [2]. Similarly, an extended version of TAM has been employed in another work to formulate a theoretical research framework [3]. A meta-model was developed through a theoretical background supported by theories such as TAM and DOI to establish the antecedence of e-hailing app in Brazil [4].

Another researcher attempts to contribute to understand people's knowledge about the embracing mechanism of Call-taxi app (CTA) based on three "attitude-intention-behavior" models [5]. The purpose of [6] is to analyse factors affecting customers' trust through the use of Taxi-hailing apps in the Chinese context.

Similarly, a Malaysian based study comprehend passenger intention to use UBER app using TAM [7]. A work to understand the user adoption of ride-hailing application also in Malaysia [8]. A similar work using UTAUT as a base [9] too available in the literature.

The current work adopts the main two independent variables of TAM and UTAUT, i.e., PE and EE and in addition it collaborates another two variables trust and enjoyment to understand the user behaviour of millennials in Malaysia. We believe that the variable trust has a mixing