

# **Factors Influencing Ridesharing Behavior Mediated By Perceived Safety In Malaysia**

## **Chapter One: Introduction**

### **1.0. Introduction**

Transportation is becoming difficult on daily basis due to the costs and inappropriate means of transport, especially when people are traveling for luxury or long distance. Due to such reasons, it has been necessary to come up with effective means of transport to meet the expectations of the clients. Aday and Cornelius argue that advancement in technology has enabled the world to move to another level in all sectors, including transportation. Ridesharing is one of the most effective methods, and its main objective is to enable the passengers to save the money. In ridesharing, the passengers are picked and dropped at any designated point since a car tends to take the longer route in order to provide the services to as many people as possible. In this mode of transportation, the drivers mostly drive alternately, especially when it involves private ride. Thus, ridesharing has become a common phenomenon in many countries such as Malaysia.

Although the ridesharing is common in Malaysia, it is difficult to explain the factors that attribute to the increase of its popularity. According to Blair, Czaja and Blair, there are many studies that have been conducted with an effort to find out the reasons as to why the ridesharing is so popular. Most of the reports are contradictory to each other; hence, there is a need for proper research to be done to harmonize the results. The safety of ridesharing, especially in cases where cabs are to be used, has to be considered. It is one of the factors that have been overlooked

by most of the researchers. Considering this gap of information, there is a need to perform a research with the focus on the safety of the ridesharing in Malaysia. In this case, therefore, it is the prime interest of this study to investigate the factors influencing ridesharing behaviours mediated by perceiving safety in Malaysia.

### **1.1. Aims of the Research**

The research is aiming at finding out the factors that attribute to the popularity of ridesharing behaviour in Malaysia and the precaution that have to be considered for the safety purpose of the travellers.

### **1.2. The Objectives of the Research**

The objectives of the study are to:

- Examine the factors that have led to the popularity of the ridesharing in Malaysia.
- Assess how the speculated economic benefits and reputation of the ridesharing have influenced the people to use it.
- Investigate how the enjoyment and sustainability of ridesharing pushed people to choose this service during the time of travel.
- Describe the safety of ridesharing as a factor that affects the decision of a traveller to select the ridesharing as the most favourite means of travel.

### **1.3. Research Questions**

The study is guided by the following research questions:

- What impact does popularity of ridesharing have to Malaysians?
- What impact do economic factors and efficiency of ridesharing have to Malaysians as they use ridesharing?

- What impact do luxury and sustainability of the ridesharing have to the clients as they use ridesharing services?
- What impact does the safety of ridesharing have to Malaysians while using ridesharing as the meaning of traveling?

#### **1.4. Significant of the Study**

Malaysia has one of the highest traffic congestion rates, especially in the cities. It has been stated that there is always about 28,181,203 vehicles on the road in Malaysia on the daily basis. The high number of vehicles has been attributed to the fact that there is a high rate of vehicle ownership in Malaysia. Malaysia is third in the world in terms of vehicle ownership since it has about 93 % car ownership. Multiple car ownership is also another factor which has increased the traffic snail in most of the major towns of Malaysia. In fact, 54 % of the households in Malaysia own more than one car. It means that there is a high possibility to find that more than one car from the same household on the road at the same time instead of using one car as a family.

The proposed research is aimed at finding out the reasons why the ridesharing is becoming popular. The findings also indicate how the ridesharing affects the safety of Malaysians who opt to use this mode of travelling. The lawmakers might use the findings to focus while making the laws to ensure that ridesharing has become secure. The lawmakers can use the advantages of the ridesharing to encourage people to use this means of transportation.

## **Chapter Two: Literature Review**

### **2.0. Empirical Review**

#### **2.1. Ridesharing**

Ridesharing is a modern means of transportation of people, as through it, the travellers tend to use the same car to travel instead of using private cars. Moreover, there is a high speculation that ridesharing would play a major role in reducing traffic jam on the roads, hence, making the movement of the people easy. It has been claimed that most of the human beings spend much time on the traffic jam, and this affects workers and businessmen due to delayed services. With ridesharing, there would be no wastage of time on traffic jam since there would be no hindrances to the movement on the road. It is due to such reasons that ridesharing has been embraced in Malaysia. It has been in an effort to make the travelling process affordable and manageable to many people. Apart from that, most of the Malaysia citizens prefer ridesharing to private ride, which has positive impacts on the economy of this country. Other studies have indicated that ridesharing has other benefits that have been influential to the decision makers to encourage the members of the public to use the ridesharing as they travel.

#### **2.2. Safety**

Safety can be defined as a situation where a person is free from any factors that may put the life of an individual into danger or cause harm. Every person is concerned with their safety since it is an aspect of determining the kind of life an individual is going to live. The fact that ridesharing includes travelling of different people from diverse background, the safety of the riders needs to be considered. If safety has not been enhanced, people would be reluctant to use ridesharing as the means of travelling. The lawmakers cannot recommend the ridesharing as the

most appropriate means of travelling until all factors that opt to risk the lives of the riders are dealt with. All stakeholders who are proving ridesharing need to partner with lawmakers to find solution.

### **2.3. Ridesharing and Safety**

In Malaysia, ridesharing and safety are inseparable. Malaysians are sensitive to their safety. The effectiveness at which the lawmakers tackle the issues which are likely to affect the safety of riders determines how riders would perceive it. The policies should be simple in order to make informed decisions when selecting the appropriate mode of traveling. Safety should be provided in such a way to avoid prejudice. Considering the points mentioned above, it is evident that the success of ridesharing would be determined by safety measure that would be involved in running this mode of transport services.

## **2.4 Review of CSR Theories and Models**

### **2.4.1 Carroll's four-part Pyramid Model**

Carroll's four-part Pyramid Model is one of the CSR model which depict how the society unite to deal with the issue which is affecting them. This model is applicable in the case of popularization of rideshare in Malaysia since it is based on CSR. CSR should be given priority since it defines the responsibility of all stake holders who will be offering ridesharing services. This model is built upon four pillars which include economic, ethical, regal, and philanthropic aspect. The services should be economical to ensure most of the people can afford it. Ethical issues have to be considered so that the terms and condition of operating ridesharing services do not affect the culture of the society negatively. The law maker must ensure ridesharing is being operated regally. The philanthropic indicates how the society will benefits from the services which will be provided by ridesharing. The ridesharing behaviour is determined by the four

pillars of this medal and people will make it their choice if it meets their expectations. This means that if the stake holders want to influence ridesharing popularity in positive way they should use the pillars of Carroll's four-part Pyramid Model as the determiner of the law they are going to make.

#### **2.4.2 Intersecting Circles Model**

This model suggests that business corporates has many responsibilities which are all designed to benefit the consumer of the services or the goods being provided. In this model order of importance is prioritized over the order of demand. This model indicates that all activities which take place in CSR are that same and none of them is more important than the other. In the case of ridesharing all the functions which will opt to take place should be aiming at benefiting the consumers. This will be one of the factor which will determine the behaviour during ridesharing.

#### **2.4.3 Concentric-circle Model**

This model borrows it views from pyramid model. Concentric-circle Model focuses on the interrelationship of different factors which are related within CSR. The model indicate how the organisation impact the economy and the societal services. The organisations which will be running ridesharing services should be determined to provide the appropriate services to the clients and impact economy positively.

### **2.5. Theoretical Framework**

Different scholars have applied several theories as they try to find the reason behind the popularity ridesharing in Malaysia. One of such theories is the self-determination theory. It

postulates that human motivation and personality are inherited from one generation to the other, and these are psychological needs. The theory is used to explain the relationship between the motivating factors and safety measures. The safety measures are the mediating factors that appear when using ridesharing. Self-determination theory shows ways in which ridesharing depends on safety for it to thrive in Malaysia. The use of this theory by the scholars has made it easy for Malaysians to understand why ridesharing is becoming common.

Going by the definition of self-determination theory, the popularity of ridesharing is occurring due to natural factors. The latter are beyond the control of human beings, but they are triggered by environmental factors. For example, the occurrences of traffic jams have led the development of the urge to minimize the traffic jam on the road. Due to this desire, there was a need to provide safe means of transportation to Malaysians people. According to the theory, people have inherited desire for better transportation services, hence leading to the popularity of ridesharing.

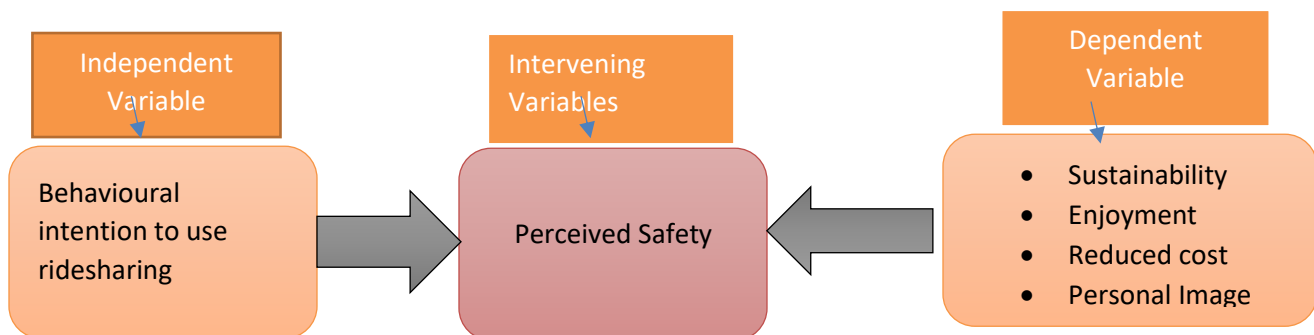


Table 1: Conceptual framework showing the relationship between the variables

## 2.6. Hypothesis

The hypothesis has been developed based on the fact that ridesharing has become a trending issue in Malaysia. Ridesharing depends mainly on the safety that acts as the determinant

variable. According to hypothesis made, ridesharing positively influences safety. Considering safety, the following hypotheses were made:

- There is no positive relationship between sustainability of ridesharing perceived safety and behavioural intention of using ridesharing.
- Perceived sustainability of ridesharing has positively influenced perceiving safety and intention to use this service.
- There is no positive relationship between enjoyment and behaviour influence to rideshare.
- The perceived enjoyment of ridesharing positively affects perceived safety and intention to use ridesharing.
- It was realized that there is no relationship among the perceived economic benefit of ridesharing, safety, and behavioural intention to use it.



## **Chapter Three: Methodology**

The research aims at finding out the factors that influence ridesharing behaviours and how it is related to safety in Malaysia. Chapter three of this research proposal focuses on design and strategy, method of data collection, target population, method of sampling, data analysis, and data instruments.

### **3.1. Research Philosophy**

In this part, the knowledge and points to be incorporated in the research are outlined. The method of how the data would be collected and analysed is indicated to make it easy when comparing different variables. Such research philosophy includes positivism and interpretivism. The two philosophies determine the end results of the research.

### **3.2. Research Design and Methods**

The study adopts a descriptive research design. Nowadays, there are three key types of descriptive research design: case-study methods; observational methods; and survey methods. The present study uses the survey method. The rationale for selecting survey method is that it allows the researcher to obtain responses from participants that are administered through questionnaires. The researcher then describes responses provided by participants through the survey with regard to what they perceive as factors influencing their use of ridesharing services.

### **3.3 Research Strategy**

Research strategy plays a role of introducing the main component being researched and how the research is going to be conducted. The methods to be used in the research are indicated, like in this case questioners and interview will be used. Understanding the method of research be conducted is very essential. It plays a vital role in determining the success of the whole process. In this particular research, one needs to understand why ridesharing is becoming popular in

Malaysia and how its popularity relates to safety. Qualitative research compares the observation and findings of the study in order to make a certain conclusion. It might enable researchers to obtain a response from the participants.

### **3.4. Data Collection Method**

Questionnaires would be administered to the participants and would contain both open and closed-ended questions to give the participant freedom to write what they think. The open-ended question enables a participant to give further explanation, while closed-open questions help save time. Interviewing is also an effective method since researchers can also get information through observing the way participants are answering the questions and different gestures. For a proper interview to take place, the researcher needs to have proper communication and listening skills.

### **3.5. Target Population, Sample Size, and Sampling Method**

Participants who would respond to survey questionnaire would be sampled from individuals identified as users of Grabcab who reside in metropolitan areas in Malaysia in which Grabcab services are available. In this way, the sample would include participants who are regular users of dynamic ridesharing services provided by Grabcab. It is envisaged that a total of 250 participants who would have used Grabcab and residing in metropolitan areas where Grabcab is available would participate in responding to the survey questionnaire. From the initial sample participants, there are those who would be eliminated for meeting the criteria used to gauge those who would have not completed the survey with full attention. Prior to creating the questionnaire, a personal online interview would be conducted with persons who would have used dynamic ridesharing. The interview responses would guide the survey questions and used to inform the researcher of some of the characteristics and perceptions of users of dynamic

ridesharing services amongst adopters. The survey questionnaire would be structured with questions grouped according to what they are aimed at assessing: (1) travel behaviour; (2) socio-demographic characteristics; (3) frequency and quality of past experiences with dynamic ridesharing; (4) deterrents and motivations to using dynamic ridesharing services; (5) perceptions of safety of ridesharing services. The questions focusing on travel behaviour and demographics would be structured as multiple choice questions. On the other hand, the questions touching on dynamic ridesharing perceptions would be structured as Likert Scale questions requiring participants to state their opinion (strongly agree and strongly disagree) regarding assign or about the frequency to the statements (never to every time) focusing on aspects specific to hypothesis under investigation. In an attempt to reach a large sample size, an online survey built on quality would be used to collect data from respondents.

### **3.6. The Data Instrument**

The interview guides and questionnaire would be delivered to the participants. The researcher would monitor the whole process to ensure the data provided by the participant is not biased. The questions would be structured in a way that it triggers the mind of the participant so that they can be as open as possible as they participate.

### **3.7. Data Analysis**

Quantitative data collected using survey questionnaire would be analysed using Statistical Software for Social Sciences (SPSS) version 18 into descriptive statistics (mean, median, mode, and standard deviation). A Pearson correlation analysis would be conducted to ascertain the relationship between the perceived intrinsic and extrinsic motivators, safety, and ridesharing among Malaysians.

### **3.8. Ethical Aspects and Accessibility**

According to Blair, Czaja and Blair, all ethical aspects have to be considered in order not to offend the participants. One of the ethical issues to be considered is the culture of all participants. In this factor, the questions are set in such a way that they do not contradict with the individual culture. The data should be collected in the most economical way, and therefore, the participants should be allowed to understand that there would be no financial incentive to avoid the commotion at last stage. The data provided by the individual should be held with confidentiality it deserves to give the participant confidence of in giving information that they have.

### **3.9. Limitation of the Study**

The limitations of this research would be based on the methods that would be used in collecting the data. Both interviews questionnaires are based on description; hence, the words from the participant cannot be proved since there is no evidence of what would be indicated by the participants. It would weaken the research to some extent.