

WOMEN'S EQUALITY THROUGH E-HAILING MOBILE BRANDING APPLICATION SERVICES

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Abstract

An e-hailing apps have played an important role in increasing mobilities in all countries. This study explores on women's equality through e-hailing application services by women for women. Women's cooperatives offer self-employment opportunities that can contribute to women's social inclusion and empowerment. Entrepreneurship has empowered them in three ways: economic security, development of entrepreneurial behavior and increased contributions to the family. The role of the gender factor emerged in the academic literature on entrepreneurship in the late 1970s. Over the years, attention has been mainly devoted to the analysis of women entrepreneurs' characteristics in developed countries. Only recently have both the role of female entrepreneurship in emerging economies and the relevance of immigrant female entrepreneurs in developed countries appeared in international journals. Due to the relevance of these two issues for economic development and the still existing gap in the systematization of both theoretical and empirical findings, the authors of this work aim to fill this gap with a systematic literature review based on rigorous criteria.

Keywords: Empower women, Entrepreneurship, E-hailing Service, Mobile Branding Application.

Introduction

Schwannomas are benign, well-differentiated, solitary tumours that develop from Schwann cells. The head and neck region accounts for over 45 percent of all schwannomas, and these tumours can come from any of the peripheral, cranial, or autonomic nerves.

E-hailing

In the past, the only way to use a taxi was to reach from the street. It then emerged into the call-centre taxi service. Instantly, in the digital evolution era, consumers rely heavily on their smartphones for a variety of needs. The idea of utilising applications to locate a taxi is a smooth transition.

E-hailing application is accessible via phone applications (Athapol, 2018). It is available both for Android and iOS. It is becoming more popular due to the factors that taxi drivers linked to the e-hailing application are more committed than typical taxi drivers who tend to decline passengers during rush hours or sometimes quote for an unfair fixed-rate fare. With the increasing demand for transportation, the choices of ground transportation alternatives have grown; bicycle, personal vehicle, bus, taxi, and metro transit among others.

Taxis are an important part of mobility in the transportation system compared to the other types of public transportation. E-hailing applications are normally available on mobile devices such as smartphones and tablets. The use of mobile devices has been increasing rapidly. Study of Ericsson predicted that mobile devices

subscription are expected to grow to 5.4 billion in 2018 with the majority are in 4.5 billion smartphones. The growing of this industry is undeniably significant. Now, the system enables individuals to secure a taxi or reserve a ride only by a tap from their mobile devices from anywhere and at any time.

Woman and E-hailing

Women's ability to own and access vehicles is held back by social, financial, and legal barriers—limiting their ability to work as drivers or to travel independently. A Nielsen study (2014b) finds that, of the 65 percent of people in 44 countries planning to purchase a car over the following two years, just 42 percent are women. The gaps are largest in the Middle East and Africa (71 percent, men; 29 percent, women) and Asia Pacific (60 percent, men; 40 percent, women). Women in Saudi Arabia received legal permission to drive in September 2017, in a decision that will come into effect in June 2018. Previously they were required to be driven outside the home by a male relative or a private driver.

Ride-hailing can help women travel at times or to places they would otherwise not be willing or able to, boosting their mobility and sense of independence. Further, two in five of the women riders surveyed would prefer a woman driver when traveling alone or at night. Attracting more women drivers could therefore encourage more women to ride, thereby further increasing demand for women drivers, creating a virtuous cycle. The following chapters outline opportunities and barriers for women as drivers and passengers in ride-hailing

Hopefully, this study can help to obtain more knowledge of factors affecting the adoption of e-hailing applications and to benefit application developers in giving recommendations for further research on how to develop better woman e-hailing applications. The researchers would like to examine how the woman e-hailing app can reach out. The objectives of the study and research questions to be achieved are as follows :

Objectives

1. To discover the current applications of the e-hailing services by women for women in Malaysia.
2. To identify the main difficulties of job opportunity for women and students into entrepreneurship.
3. To develop an application of e-hailing services especially by women for women among the students.

Research Questions

1. What are the current e-hailing applications services for women in Malaysia?
2. How do the e-hailing services support the job opportunity and encourage women into entrepreneurship?
3. What is the best way to enhance the e-hailing application services especially by women for women among the students?

Identified Community

Women's equality is a key source of a country's economic growth but social perceptions discriminatory laws continue to impede their full participation. This reality issue inspired the authors to develop an app called "Sis Drive" and left us determined to help empower women in every way possible. The aim of this research is university female students who staying at urban areas.

Figure 1.0: Women and Urban Areas



Issues and Problem

“Financial independent in what single mothers are struggling to achieve.” – Puan Hasiah Haniza Abd. Wahab

“The Ninth Malaysia Plan (2006-2010) adopts as one of its development thrusts the need to address persistent socio-economic inequalities in order to eradicate poverty and reduce income, wealth disparities. In this context the plight of single mothers and female-headed household have long been a concern for the government especially as trends indicate the increasing feminizations of poverty among lower income household particularly areas.” – (United Nations Development Programme article website)

“The increase in criminal and sexual harassment cases involving e-hailing services lately make many women feel unsafe to use the services, especially when travelling alone and at night.” (New Straits Times, 2019)

Mobile Branding Application

Through mobile application (thereafter apps), perform as a fundamental platform in supporting the user's acceptance and utilization of versatile advances (Tojib & Tsarenko, 2012). Mobile application gives a connection of limitless entryways for establishing communication with the users, which is in accordance with Sultan and Rhom's understanding of application as “brand in hand”. The expanding of the versatile of mobile branding application is being highlighted as the marketing pipeline (Kim & Yu, 2016). This strategic shift seems justified that mobile branding is the key strategy by utilizing brand power to accelerate success in the online sphere. Just like the local app, Malaysia's very own on-demand sharing services are taxi-like services that leverage the use of mobile application to match available drivers and passengers such as Grab e-hailing mobile application. E-hailing is a secure, faster, easier and trusted way to hire a vehicle in Malaysia, although there are many cases happened included public casualties, sexual assaults, accident insurance etc., but still in Malaysia 80% of the public prefer e-hailing (Khan, 2017). The potential for decentralized commercial car-based passenger services dispatched via the internet started with the concept of e-hailing, where passengers use GPS locating via smart phone apps to book nearby taxis and other vehicles (Kent & Dowling, 2016). As mentioned in an article published in TIMES magazine October 2012, former President Bill Clinton stated that “Smart phones help restart the lives of many individuals, but they also help millions of individuals help restart lives of others. We have seen how technological advances have democratized charitable giving as never before, allowing people to make a difference even if they don't have much time or money to give (Clinton, 2012). Through mobile app, the technology information can be expanded fully equip with special tools that can be developed, creating a platform for interconnectivity and information exchange can be access easily by the users. Simultaneously, it will give the advantage of educating our Malaysian citizens through informative applications. Technology and mobile phone can be great allies to increase women entrepreneurship in Malaysia. A new pedagogy for the women empowerment lifestyle to foster the new tech savvy

urban generation towards the Malaysia Sustainable Development Goals (SDG), with this it can help to instil a humanity value within our society. The selected Malaysia Sustainable Development Goals (SDG) are as shown in the Figure 2.0, Gender Equality, Decent Work and Economic Growth & Sustainable Cities and Communities.

Figure 2.0: Selected Malaysia Sustainable Development Goals (SDG)



This call for identifying the mobile branding design element in “e-hailing services” mobile application concept for the Malaysian community, through women’s equality through e-hailing services. By determining the effectiveness deliverability of the “e-hailing services” mobile application lifestyle as a consumer’s brand in hand will help to develop a prototype that suit with millennials community to engage with a perceptible layout. This research aim to establish the utilization of branding design element in mobile application lifestyle as a consumer’s brand in hand will help to develop a prototype that suit with millennials community to engage with a perceptible layout. This research aim to establish the utilization of branding design element in mobile app as a brand power to accelerate the brand equity of women’s equality through e-hailing mobile app lifestyle.

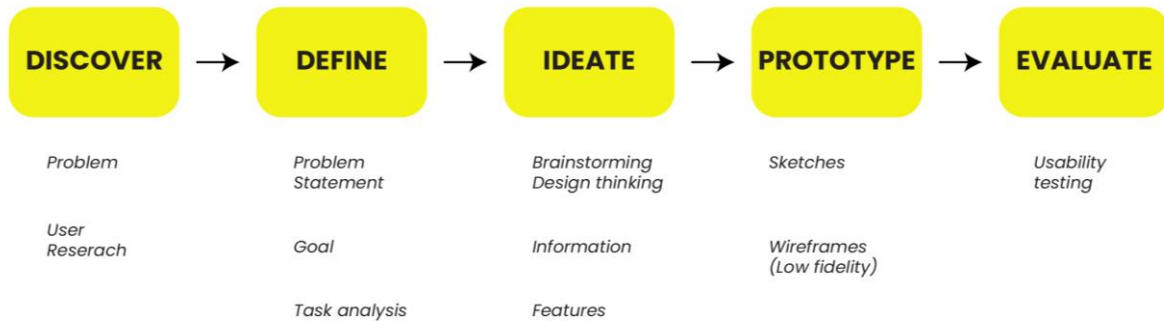
Engaging with the five(5)-stages of Design Thinking model, the research design started with a subject matter, an introduction to a topic of “Kindness” towards the selected Malaysia Sustainable Development Goals (SDG) are as shown in the Figure 2.0. For educational purpose, Researchers conduct the element of “Kindness” as a subject matter in order to understand the process of the subject. Where this writing is to align with the five(5)-stages of Design Thinking model based from the Hasso-Plattner Institute of Design at Stanford (Kelley & Brown, 2018). The five(5)- stages of Design Thinking are as follows: *Empathize*, *Define* (the problem), *Ideate*, *Prototype* and *Test*. The core beliefs of the fundamental driving of the Design Thinking, as the Researchers understood, it is to instil and to inspire the creative confidence in the Researchers nature to believe in the Researchers own ability to change the world for a better place for everyone to live. The idea of innovation is a process journey, one will get better in time. To keep a fresh perspective, the idea of a beginner’s mind is the first step. Particularly in the education field, especially in the design subject. Bringing an open mind and the enthusiasm on the track, gives the Researchers an impact to different ways of seeing things. The concept that innovation is a process reminds the Researchers that it is always improving, and that innovation never “ends”.

Figure 3.0: Design thinking process (Kelley & Brown, 2018)



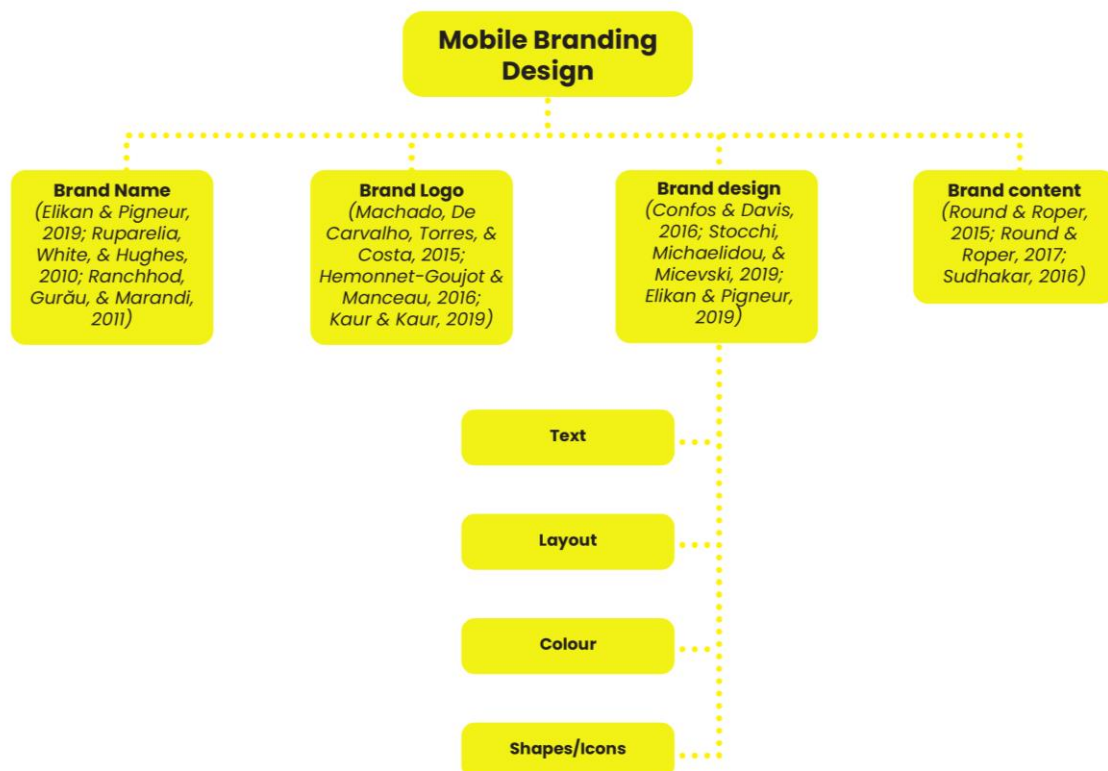
From the Figure 4.0, it is similar with the case study conducted by Teja Srinivas (2019) on mobile app process design. Below are the visual on the process design that has been taken into action:

Figure 4.0: Teja Srinivas (2019) process design on mobile app



The Mobile Branding Design framework (Figure 5.0) exhibit between the link of the visual brand elements and selection of past branding research. With the categories of Mobile Branding Design consisting of further design elements that has four key categories are being represented. According to Rondeau (2005), a mixture of design elements will help to establish a brand, allowing a positive brand experience and positive outcomes for the brand identity.

Figure 5.0: Mobile Branding Design framework application, referred to and adapted the work of Magrath & McCormick, 2013. (Magrath & McCormick, 2013)



Below (Table 1), the mobile branding design categories explanation on the link between each branding category including their purpose and consistency.

Brand category	Brand consistency	Purpose
Brand name	Consistent	Verbal and visual communication and identification of the brand (Elikan & Pigneur, 2019; Ruparella, White, & Hughes, 2010; Ranchhod, Gurău, & Marandi, 2011)
Brand logo	Consistent	Graphic representation of the brand name utilised for identification and recognition (Machado, De Carvalho, Torres, & Costa, 2015; Hemonnet-Goujot & Manceau, 2016; Kaur & Kaur, 2019)
Brand design	Consistent	Creation of the corporate visual identity/design (Confos & Davis, 2016; Stocchi, Michaelidou, & Micevski, 2019; Elikan & Pigneur, 2019)
Brand content	Changeable	Delivery and enhancement of the corporate brand image, brand personality and brand message (Round & Roper, 2015; Round & Roper, 2017; Sudhakar, 2016)

Table 1: Mobile branding design categories.

Visual Analysis

The purpose of a visual analysis is to study and understand the visual on branding design element of mobile application, that adopt the e-hailing services concept that is currently active in Klang Valley area. Moreover, a visual analysis addresses the mobile branding design elements for mobile application visual analysis, the elements that will be chosen to analyze is *Name*, *Logo*, *Brand design* and *Brand content*. Below is the visual analysis on Riding Pink mobile app, Grab mobile app & MakCik Travels.com website:

Figure 6.0: Riding Pink Mobile Application Analysis

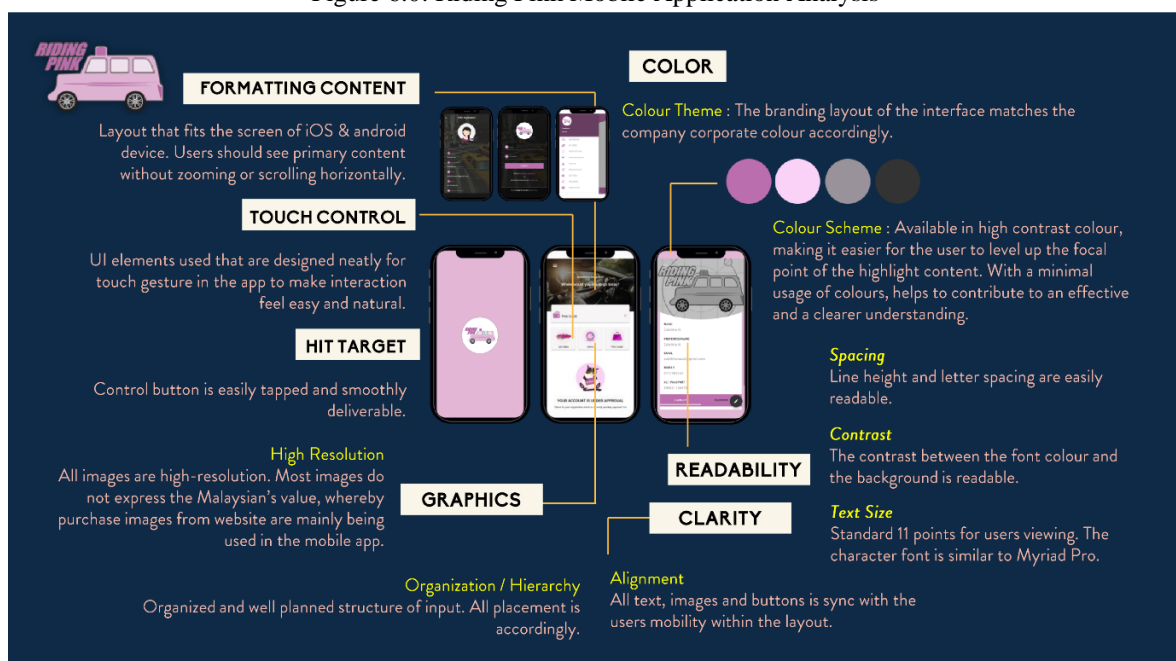


Figure 7.0: Grab Mobile Application Analysis

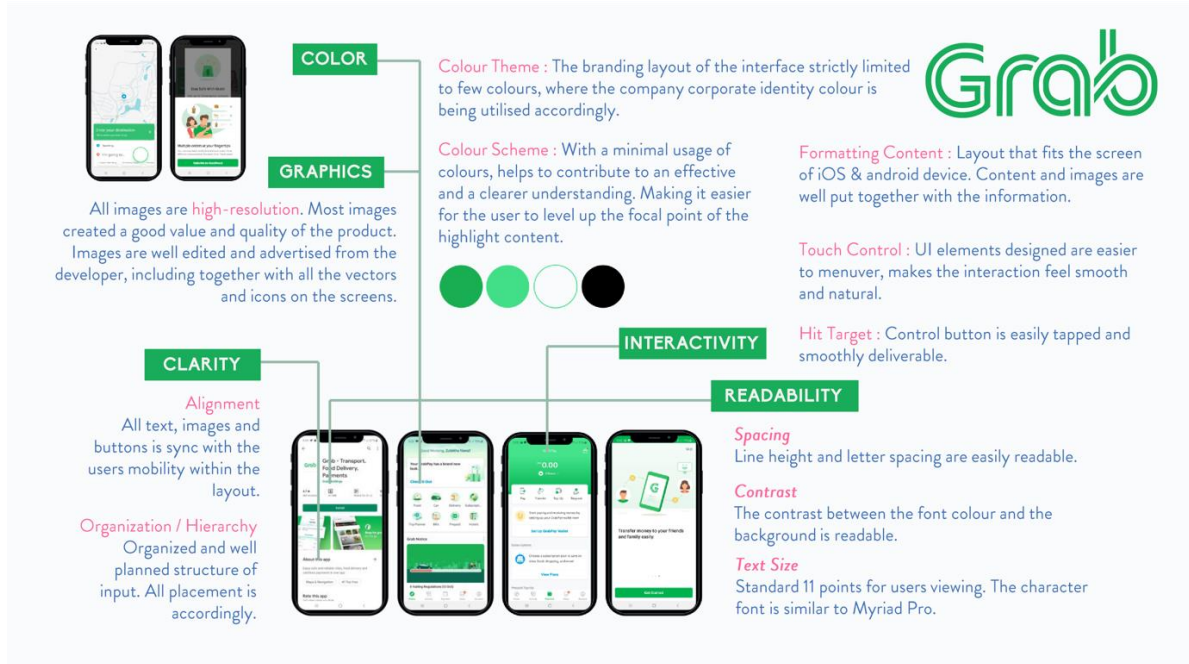
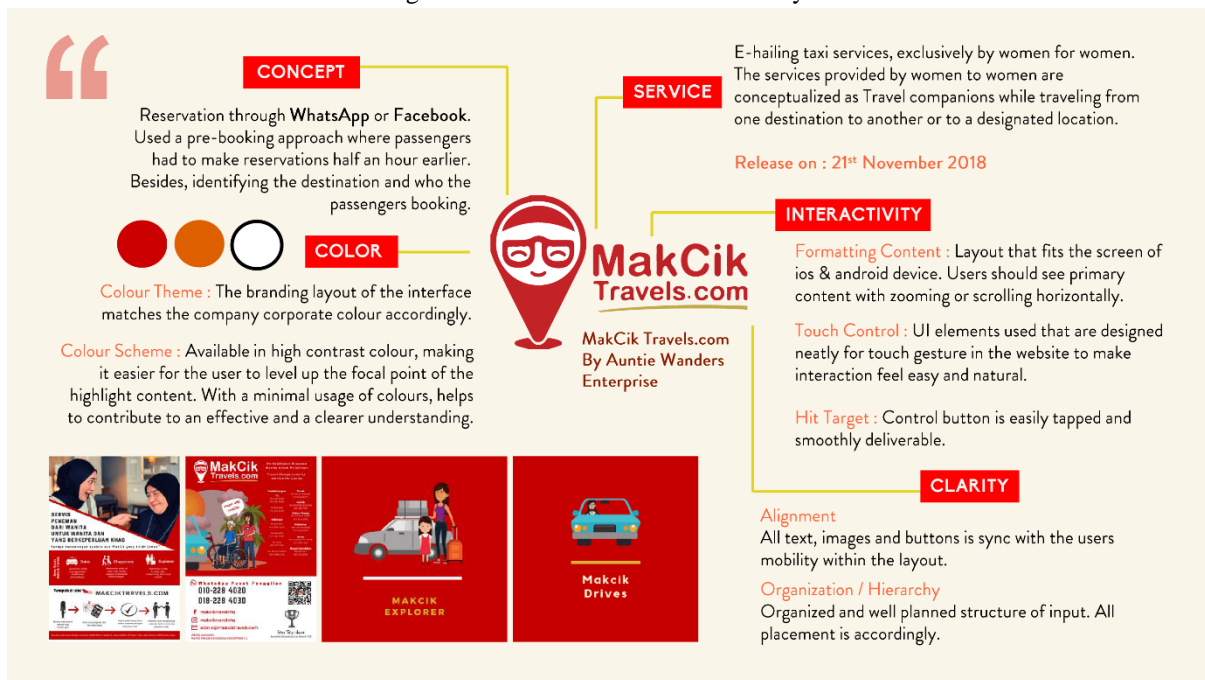



Figure 8.0: MakCik Travels.com Analysis



Mobile branding design analysis on Riding Pink (mobile app), Grab (mobile app) & MakCik Travels (website):

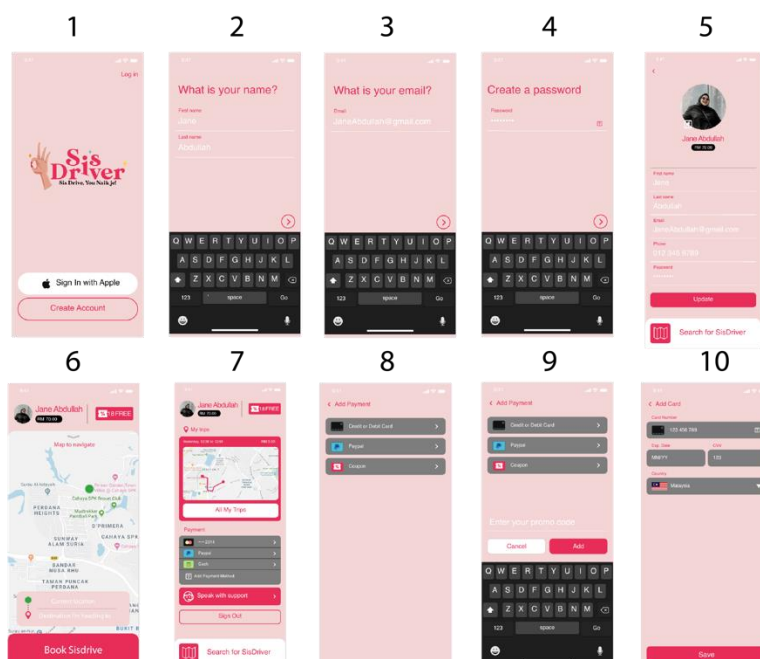
Consistency Mobile Branding Element / Type Of E-Hailing Services			

	 Riding Pink Mobile App	 Grab Mobile App	 MakCik Travels.Com Website
Brand Name	✓	✓	✓
Brand Logo	✓	✓	✓
Brand Design	✓	✓	✓
Brand Content		✓	✓

An overview of the visual analysis on three different e-hailing services that is available in Malaysia, the branding of the mobile applications of Riding Pink and Grab, including a website from MakCik Travels.com, the consistency of the design determine the value of the brand image of the e-hailing services.

Prototype Implementation

Figure 9.0: Prototype Implementation



The implementation phase is the actual use of learning experience. Regardless of whether the end user is, it is necessary to put the design into practice with actual target audience according to the visual analysis done above.

The purpose of this part is to introduce the design instruction in a way that it will be effective and efficient. During this phase, target audience should be supported to ensure that they understand the service and functionality provided by the app. The use of prototyping can be used the same way as other e-hailing app available in current market. As seen in Figure 2.0, user experience is what Sis Drive emphasis on. Following the same procedure, the first page let user to discover the intro page of Sis Drive app. Followed by registration page where it need to be filled by user. Details saved in database and user can start booking with the app. Once they have book the service, they may proceed to payment page where details of payment also be needed and save for future use.

This prototype is an Android and iOS based operating system application. After developing the application, the prototype tested severally on actual devices to check functionality on different devices. The prototype (Sis Drive) installed on the real mobile device for debugging. The testing was done on both platform iOS using Iphone 6 and also Android using Samsung. The system was implemented according to visual analysis and requirements also feedback received from respondents (using questionnaire). The first version of the application was implemented for Android operating system. The real implementation will be carried out later with targeted respondents of UiTM Student in Shah Alam. During the implementation process which will be conducted randomly in UiTM Shah Alam area, the pre-test will be given to UiTM students (women) to pass the implementation process. Only then, the post-test is applied and results from the pro-test will be collected to be guided and review for future recommendation.

Connected Citizen

The Sis Drive Smart Digital Enabling Platform designed for smart cities which will allow the development of application such as e-hailing to stimulate citizen engagement. With its contribution to the Sustainable Development Goals (SDG) on Gender Equality, Decent Work and Economic Growth, and Sustainable Cities and Communities with an app developed, it can help in reducing the criminal cases of e-hailing services to women community, and at the same time create awareness to the society. Besides, Sis Drive is potentially helping the economic growth for women which allow in connecting UiTM student through an e-hailing services as close as we can. Through a systematic system on (1) Citizen Engagement; (2) Tools (the App); (3) Offer (Services), (4) Goal; and (5) Outcome will help to achieve all three objectives stated above.

Conclusion

The e-hailing mobile branding application services described in this paper was designed to provide academics and practitioners with a simple framework combination of design process and mobile design branding as guidelines available to designers and marketers when designing the mobile application. Given the growth rate of the smart phone market is increasing rapidly in mobile application sales, it is currently the most lucrative time to invest more research on the mobile branding application design as it evolves and shifts the community from traditional methods to a new technology that will unfold and develop their knowledge on the new e-hailing mobile branding application services approached in the market. With hope, uniting a community of people who share a passionate commitment around a common purpose, will contribute a good impact on our Malaysia Sustainable Development Goals (SDG) towards a better future.

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