

The Servuction in Transport of People: An Analysis From Gozem Togo Sarlu in the District of Grand Lome in Togo

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ABSTRACT

The spread of the Internet and the use of smartphones have changed the daily lifestyle of urban populations by introducing new habits of consumption, training, sales and mobility. Gozem, a private transport company in Togo, has integrated a digital platform that connects drivers and customers. The advent of Gozem allowed the population to get used to this new technology which involves digital in the urban mobility of people. The objective of this research is to analyze the working conditions of drivers by highlighting the dysfunctions linked to this production of services. The methodology is based on documentary research, observation and field investigation. Using a reasoned sampling technique, the survey involved 95 actors. The results show that the machines used in Gozem are made up of 85% motorcycles and 15% 5-seater taxis. According to these same results, 70% of the drivers who come to Gozem do not own their machines and 40% of them earn 4,000 to 5 000 F CFA per day. The long wait, the slowness of the internet connection and its interruption at times are the main problems encountered by Gozem users. For 78% of customers, the slow connection does not allow them to easily access the Gozem platform. Drivers (85%) say they spend an average of 15 minutes getting customers out of their homes. The outward journey is paid in Gozem from the 3rd kilometer at 40 F CFA. On the other hand, the kilometer for Zemidjan is 56 F CFA for the taxi. Drivers (92%) record losses when the outward journey is less than 3 km.

Keywords: District of Grand Lomé (Togo), servuction, urban transport, digital.

RESUME

La diffusion de l'internet et l'usage du Smartphone ont modifié le mode de vie quotidienne des populations urbaines en introduisant de nouvelles habitudes de consommation, de formation, de vente et de mobilité. Gozem, une entreprise privée de transport au Togo, a intégré une plateforme digitale qui met en relation les conducteurs et les clients. L'avènement de Gozem a permis à la population de s'accoutumer à cette nouvelle technologie qui

implique les numériques dans la mobilité urbaine des personnes. L'objectif de cette recherche est d'analyser les conditions de travail des conducteurs en faisant ressortir les dysfonctionnements liés à cette production de services. La méthodologie est basée sur la recherche documentaire, l'observation et l'enquête de terrain. A partir d'une technique d'échantillonnage raisonné, l'enquête a concerné 95 acteurs. Les résultats montrent que des engins utilisés à Gozem sont composés de 85% de motos et 15% de taxis de 5 places. Suivant ces mêmes résultats, 70% des conducteurs qui viennent à Gozem ne sont pas propriétaires de leurs engins et 40% de ceux-ci font une recette de 4 000 à 5 000 F CFA par jour. La longue attente, la lenteur de la connexion internet et sa coupure par moments sont les principaux problèmes rencontrés par les usagers de Gozem. Pour 78% des clients, la lenteur de la connexion ne leur permet pas d'accéder facilement à la plateforme Gozem. Les conducteurs (85%) affirment perdre en moyenne 15 minutes pour que les clients sortent de leur domicile. La course aller est payée à Gozem à partir du 3^{ème} kilomètre à 40 F CFA. Par contre, le kilomètre pour Zemidjan est 56 F CFA pour le taxi. Les conducteurs (92%) enregistrent des pertes quand la course aller est inférieure à 3 Km.

INTRODUCTION

Man is a very mobile living being and the means of travel have experienced an evolution over time. "Thanks to information and communication technologies (ICT), the world having become a planetary village with the ease of transfer of practices and innovations from one continent to another via canvas, urban Africa S ' UBERISE "(Y. Sagna, 2019, p. 42). "Due to the growing importance taken by information in all types of activities, ICT is now asserting themselves, in the world, as tools for helping the formalization of development strategies (A. F. Logou, 2012, p. 51). The forms of transport have undergone the digital revolution in a world in full mutation towards digitalization. This revolution introduced in the United States in the 1970s, was qualified as uberization. The objective sought by uberization is professionalization in transport in order to provide more security in mobility. The professionalization of the transport sector has led

to the creation of companies which offer multiple services in urban areas. In sub-Saharan Africa, the urban environment is characterized by transport by taxi and taxi-motorcycle. The city of Lomé capital of Togo, knows the creation of businesses like Gozem, Olé Togo, Z-Mobile and Cap Vert. Among these companies, Gozem is more open to digitalization. It offers customers several services they choose according to their needs. "The Gozem application allows you to order races with taxi-word taxi and cars in the city of Lomé. It is a transport transport application, therefore the intermediary between the driver and the passenger" (V. Tossou, p. 74). The customer makes his request through the application that works with Internet connection. "The relationship is established through the company Gozem between the applicant who is the customer and the offeror who is the driver" (V. Tossou, p. 75). Customers, physical support, drivers, company administrative staff, internal organizational system and service are the main elements that make up the service and enter the servuction system.

The company's rolling stock park consists of 76 simple taxis, 22 air-conditioned taxis, 679 taxi-word, 87 passenger tricycles and 175 luggage tricycles. The operation of the application is the same for all these vehicles. To make the reservation, passengers must go through the application that geolocates them in real time. No reservation in advance is possible. The racing prices are fixed by Gozem via the application. "These prices are calculated according to the Horokilometric method and depend on the mode of transport chosen" (V. Tossou, p. 76). The service is a contract by which Gozem drivers provide service to customers in return for payment. The amount varies according to the distance traveled, the type of service requested and the duration of the race. This observation brings to the following question: what are the new approaches to the Gozem services in the district of the Grand-Lomé?

The objective of this research is to analyze the new approaches to Gozem services by highlighting the spatial distribution of Gozem's services in the Grand Lomé district. This study revolves around three axes. It first presents the methodological framework. Then, the spatial distribution of Gozem's services is presented in the second bet. Finally, the new approaches to Gozem's activity that contributes to improving the living and working conditions of drivers.

METHODOLOGY OF DATA COLLECTION

This section presents the methodology implemented for achieving the objective of research. It includes pre-investigation, interviews and questionnaire surveys.

1. The pre-investigation

The pre-investigation is the first step in the methodology of this research. It was made from August 15 to August 23, 2021, a period of nine days. It made it possible to observe Gozem drivers in the field and the environments served by the company. It also made it possible to handle the Gozem platform.

2. Interviews

The interviews were carried out with the administrative staff of the Gozem service in order to have the useful information on the process of uberization of transport and the coverage of Gozem left. Gozem from a survey rate of 50%, an interview was Given to 07 managers of the company Gozem and 05 union members of classical taxi-motorcycle transport. The unequal distribution of the

Gozem service, the approach of Gozem in the transport and uberization of its activities is the main information collected at the level of the managers of the said company. The union members of the classic taxi-motorcycle transport provided data related to the price.

3. Questionnaire surveys

The surveys by questionnaire lasted 15 days, from September 03 to 17, 2021. They made it possible to have quantitative data. The information collected relates to the dominance of the transport activity of Gozem by the young men, weakly educated and from the destitute strata. Income from this activity by drivers are overall lean.

The questionnaire was submitted to drivers and customers of the Gozem service (Table 1).

Table 1: Survey sampling

Target groups	Mother population	Sampling rate	Sample
Motorcycle taxi driver	679	10	68
Tricycle drivers	262	30%	79
Taxi drivers	98	50%	49
Customers	975 000	1/10000	98
Total	976039		294

The reasoned sampling was made on the workforce of the mother population of each target group. A total of 294 individuals were submitted to the investigation questionnaire. This sample was subjected to a questionnaire donation requires specific tools in order to have the analysis results.

RESULTS

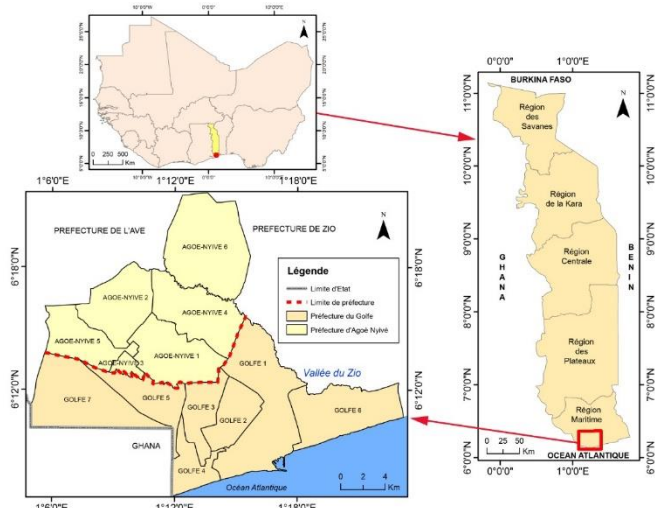
1. An unevenly distributed activity

The city of Lomé lends itself best to the development of transport by Gozem. The coverage of Gozem's services is unevenly distributed in the city of Lomé.

1.1. The city of Lomé, an environment that lends itself to the activity of Gozem

The Grand Lomé district is located in the maritime region, one of the five administrative regions of Togo (Map n °1).

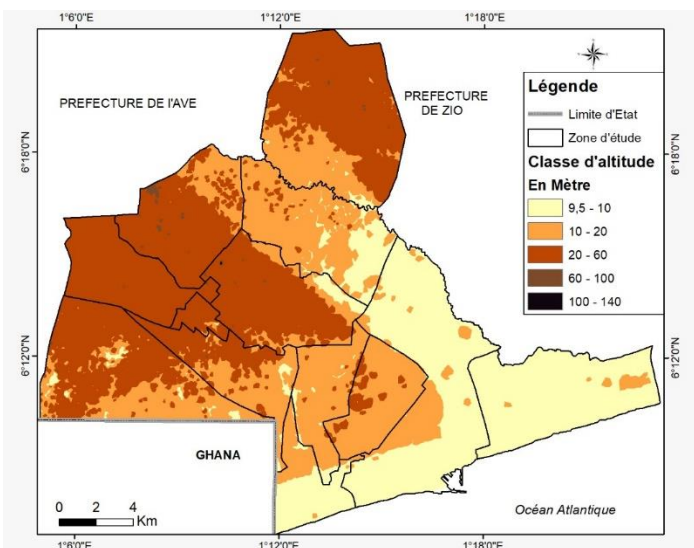
Map n °1: Geographical location of the Grand Lomé District



Source: Directorate General of National Cartography, 2020 and field work, 2021

Map n°1 shows that the Grand Lomé district is located in the far southwest of Togo between 6° 7'20" and 6° 18'00" of northern latitude and 1° 5'40" and 1° 21'60" longitude is. It presents "a tabular surface whose monotony is broken in a few places by small depressions. The plateau dominates the coastal plain or coastal cord on a slope of about 20 m" (A. Blivi, 1998, p. 178; K. G Fagbedji, 2018, p. 54; K. Am. Amouzoukpo, 2021, p. 51). It extends along the coast of the Gulf of Guinea in West Africa. The Grand Lomé district, according to administrative reforms of 2017, brings together 13 municipalities and extends over an area of 39,000 hectares for a population of 2,090,600 inhabitants in 2019 (INSEED, 2019). The Grand Lomé district is a plain site (map n° 2) bearing closed depressions. It is therefore favorable to human installation and transport infrastructure.

Map n°2 : A plain relief



Source: Directorate General of National Cartography, 2020

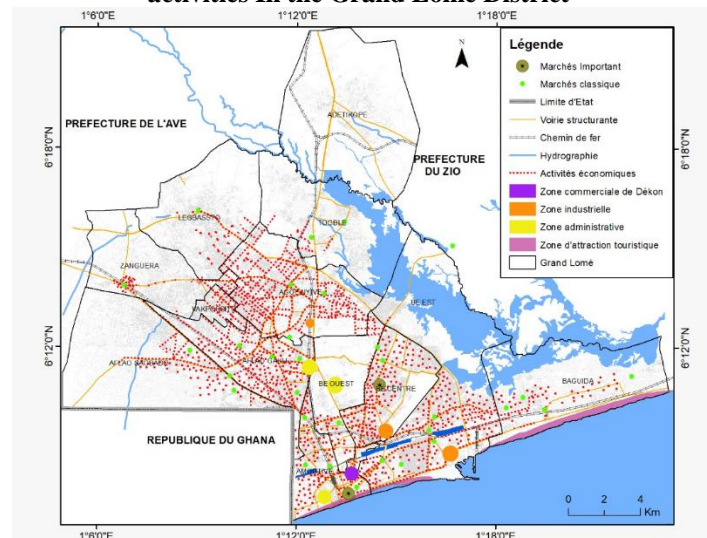
According to card n° 2, the relief is simple, little varied formed by two geological units, the coastal cord and the bar plateau connected by an embankment of a 10% inclination (K. A. Biakouye, 2014, p. 65). This relief does not constitute an obstacle in the mobility of city dwellers because the topographic surface is

uncnefed and flat (A. Guézéré, 2012, p. 56). The city of Lomé represents the hub for the economic life of the country, which brings G. K. Nyassogbo, (2010, p. 106) and Y. Sagna (2019, p.43) to qualify it as a macrocephalic city. It concentrates the largest markets in Togo (Adawlato and Hédzranawoé), banking and administrative service, ministries, offices of private companies, universities, schools (G. K. Nyssogbo, 2010, p. 108). The multifunctional nature of the city of Lomé and its center is decisive in the pendulum -type mobility between home and workplace (Y. Sagna, 2019, p. 43). Lomé's physical environment lends itself to the implementation and development of transport by Gozem. The characteristics of the city center make Gozem drivers are more present in this environment.

1.2. A more concentrated activity in downtown Lomé

Gozem vehicles have all the municipalities of Grand Lomé as a cover. It should be noted that the city center is more covered compared to the other municipalities of the outskirts which are Zanguéra, Aflao Sagbado, Adetikopé, Légbassito and Baguida. This is explained by the fact that "the peripheral districts constitute the dormitory environments compared to the city center which represents the job basin" (K. Amouzoukpo, 2021, p. 58). The disparity in the coverage is explained by the distance between the periphery in the city center which is full of the majority of the city's economic and administrative activities as indicated by map n°3.

Map n°3: Distribution of economic and administrative activities In the Grand Lomé District



Source: Directorate General of National Cartography, 2020 and field work, 2021

Map n° 3 shows that the spatial distribution of economic and administrative activities in the Grand Lomé district. These activities are more concentrated in the city center than on the outskirts. The Lomé vile is characterized by the concentration of 75% of services and 80% of economic activities in the city center (K. N'Kéré, 2012, p. 429, A. Guézéré, 2012, p. 58). Mobility is more observed in the city center where demand is stronger. To meet this request, Gozem's service has concentrated its journeys in this environment. Customers are 70% in the city center. In the outskirts, Gozem's activity represents only 30% of the whole.

The city center of Lomé is completely covered by the addressing of streets compared to the outskirts (Y. Sagna, 2019, p. 44). The

Gozem application uses the GPS system to locate customers and locate the driver. It is easier to find your way thanks to the city plan and addressing. The city center therefore responds more to this request. To this is added the fact that among the Gozem service, taxis is the most used by customers. City downs use plot over short distances. The route of the city center on the outskirts is covered by taxis and Sotral buses. Passengers prefer to use these two means because the cost of transport is affordable compared to the Moto taxi. If you have to use a Gozem taxi on such a distance would be more expensive compared to a taxi or the Sotral bus. For example, from Zangura to the large market, the Sotral price is 350 CFA francs. The same route with traditional taxis is 600 CFA francs. On the other hand, for the same route with the Gozem Taxi service as a motorcycle, the price is 1,300 CFA francs for the motorcycle and 3,000 CFA francs for the taxi. The big difference in transport costs on these journeys guides the choice of ordinary bus and taxi.

The districts of Doulassamé, Amouitivé and Hédzranawé record more mobility. The first two districts are the places of concentration of economic services and activities in the agglomeration of Lomé. Strong mobility in Hédzranawé is explained by the presence of a market specializing in the sale of the seconds. The Ibo community of Nigeria, leaders in this business, uses this means of transport more due to the transparency of the cost, speed and security.

2. Gozem, a new approach in transport in the Grand Lomé district

The displacement in the Grand Lomé district is ensured by the taxi and the taxi-motorcycles. Since 2018, a public urban transport company called Gozem has been carrying out the transport of people in the city via an application that allows you to order races with taxi-word and cars in the Lomé agglomeration. This application offers the possibility of calling the driver after launching the order. It gives the way to contact the driver, either by WhatsApp or by GSM, by helping it with necessary indications for it to be easily found. The rest is mainly provided by artisanal transport. This category is dominated by motorcycle taxi. The Gozem company comes to bring a special touch to the transport sector by introducing digital technology.

2.1. Particular service in transport in Lomé

The introduction of digital technology in informal transport, particularly that of motorcycle taxis, highlights both shortcomings on the part of drivers of motorcycle taxis and also the contribution of a particular touch in positive practices corresponding to very specific realities (Y. Sagna, 2019, p. 43). Gozem drivers (board n°1) are ancient zémidjans conquered by the application of this new mobility offer.

Plank n°1 : The drivers of Gozem



Source: I. Dandonougbo, views taken in October 2021

Photo n°1 shows Gozem drivers at the company's headquarters in Kodjoviakopé. Photo n°2 shows a driver with a passenger. "The drivers who are the ancient Zémidjans come mainly for the sake of profitable. They benefit from a supported training of tests to allow them to live up to the requirements of the Highway Code" (Y. Sagna, 2019, p. 47). The goal is to provide safe and secure service to customers. The Gozem transport company has introduced new habits in the displacement of Lomeans by improving the practices that existed, based on the quality, reliability and safety of its services. Like Uber, by establishing itself on the transport market, Gozem did not necessarily need to innovate technologically but has focused on the "improvement" of existing services while taking advantage of new technologies" (V. Tossou, 2020, p. 85). It was based on its beginnings on the taxi-motos, the main mode of movement of the Lomeans by wanting to improve the services of this means of displacement which is constantly being criticized because of its negative externalities in terms of road safety and of incivism.

Ordinary taxis and motorcycle taxis are marauding along the paved streets or the main streets of the neighborhoods. This forces passengers to fall back on the primary tracks on foot to find a driver. Thus playing on feeding efforts, Gozem appears as an alternative through its "almost door to door" service and offering a trip from end to end (Y. Sagna, 2019, p. 48). The price of the races is calculated per kilometer traveled, or 72 CFA francs. The application allows you to display the actual distance traveled after the race and reassures the customer on the service cost (V. Tossou, 2020, p. 88). Payment can be made by T-Money or Flooz (payment system by phone) or by bank card at the end of the journey.

The goal is to avoid expectations due to lack of parts to give money to customers.

2.2. A ubéried activity

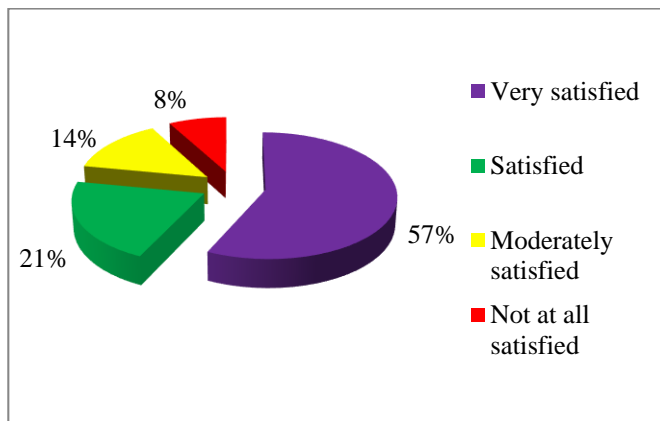
Gozem has been a niche application that has appeared in Lomé since November 2018 (Y. Sagna, 2019, p. 43). It connects the customer and the driver by the reservation or ordering process. It then responds to the form of existing uberization in transport in America and Europe. The uberization process is a rapid and unexpected "creative destruction" in an existing system by bringing a digital touch. It was introduced by the American entrepreneur Travis Kalanick who used a digital innovation (the smartphone and its geolocation) to launch a new offer called Uber, with better value for money than pre-existing offers (C. -A. Schwer and N. Bouzou, 2016, p. 9, cited by V. Tossou, 2020, p. 84). It's about saving time in the service offer in order to be better than what existed. The innovation brought by Gozem is based on a digital platform that connects self-employed workers, drivers and consumers. The specificity of the uberization of domains, according to C-A Schwer and N. Bouzou (2016, p. 9), "is due to the speed of dissemination of digital innovations".

In ordinary practices, to find a means of transport you have to show up at the edge of a road or at a crossroads or wait for a marauding vehicle; And this can cause the interested party to lose between 15 to 45 minutes. With the Gozem mobile application, you can quickly order a race from his room with the possibility that the driver comes to get the customer to the door of his house (V. Tossou, 2020, p. 85). However, to reach the meeting place for

the possible customer, the driver is helped by passing additional threads intended to better guide him. When the client's geographical location is easily identifiable as a result of the oral indication, the driver reaches the location. In other words, most of the races (over 80%) starts 5 meters from the customer's initial position. Indeed, the latter works to put himself in a reference location. It can be a school, a health center, a high-rise building, a service, a display of local shops, a set of informal activities of a Carrefour or even a tree (Y. Sagna, 2019, p. 52).

Drivers happen to make sacrifices to meet customers. This is explained by the fact that the Gozem company supports the driver's move to the customer only over a maximum distance of 10 km from his initial position (V. Tossou, 2020, p. 84). If the customer who asked for the service is more distant, the driver is forced to go at his own cost, which constitutes a break in the usual practice. In Lomé, the ordinary technique for taxi drivers and taximutos to find a customer is to do the maraud, while Gozem drivers calmly wait for a customer to order his race before moving to the latter. This avoids fuel losses by moving in search of customers. Innovation is also observed in the course. In terms of journeys, the application helps the driver Gozem to determine the shortest possible journey to drive the customer to destination, something that an ordinary driver has difficulty doing. The driver wins in time and fuel spent. The security component is also taken into account in Gozem practice. Drivers, apart from their training on manipulation of the application, also receive training on highway code and civility. The company forms its drivers, especially taxi-computer drivers with a view to obtaining category A driving license. Gozem taxi-mutt drivers are distinguished by responsible attitudes in circulation compared to ordinary drivers. Respect for the highway and customer safety code is one of the fundamental rules in the company. The helmet wearing is compulsory at the safe level, thanks to the mobile application, the Gozem customer and driver knowing their identities, insurance covers the driver and the customer during the journey and all the journeys are traced; Everything is sent by email to the customer at the end of the race. The questions on the degree of satisfaction of the drivers to the operation of the company made it possible to have the figure n° 1.

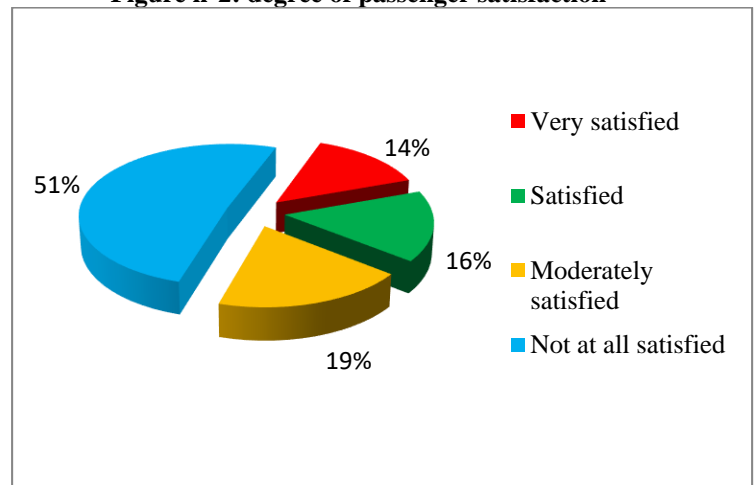
Figure n°1: Degree of driver satisfaction



Source: Field work, 2021

To data in Figure 1, drivers being very satisfied with their belonging to the Gozem service represents 57%, against 21% which is satisfied and 14% which declare that they are moderately satisfied. Those who are not at all satisfied by their service with this service represent only 8%. This analysis emerges that 78% are satisfied with their services and recipes made thanks to Gozem. Satisfaction explains the increase in their daily income taking into account expenses. They do little marauding, which avoids loss of fuel and energy. Uncapped drivers explain this situation by the fact that they do not control the use of the application and the fact of making additional calls in order to find the passenger. The Gozem application is complex for those who do not know how to use smartphones well. For the passages that are located in a neighborhood that the application cannot make the location, the driver makes calls to have a reference on the geographical situation. The degree of customer satisfaction is represented in Figure n°2.

Figure n°2: degree of passenger satisfaction



Source: Field work, 2021

The analysis of data in Figure 2, shows that 51% of passengers say they are very satisfied with drivers and Gozem service, 19% say they are satisfied, 16% moderately satisfied and 14% not at all satisfied. It comes out of this analysis that satisfaction is very high among passengers. All very satisfied and satisfied customers give 70%. They explain their satisfaction by the possibility that they have to order a taxi or a motorcycle from their home thanks to their smartphones. The driver has just sought at home for an additional cost. Those who are not satisfied explain this situation by non-compliance with the highway code by drivers and the difficult location of their home or order place.

3. Soci-demographic characteristics of Gozem drivers

Gozem drivers are exclusively male and low-education young people.

3.1. An exclusively male activity

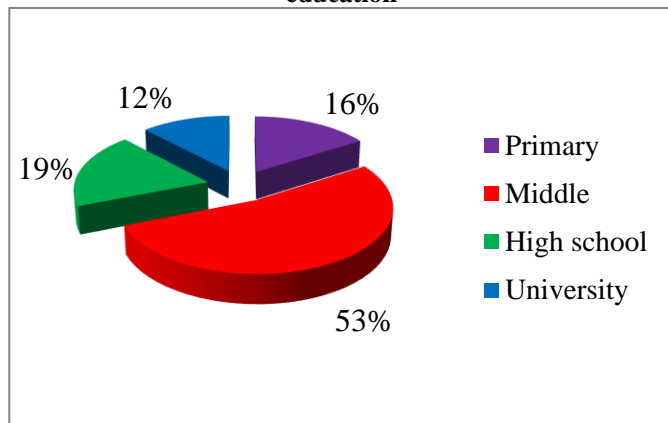
The driver's profession requires considerable energy during the trip. It is physical and appears as an essentially male activity. In taxi-motorcycle transport, women are nonexistent in Togo. Gozem drivers are exclusively male. This situation is explained by the strong presence of men in the driving profession. According to the ministry in charge of transport of Togo (2020), "interurban drivers are made up of 99% of men and those of the urban environment

are formed by 95% of men". According to 95% of customers interviewed, the arduousness of driving work marked by the deployment of physical energy excludes women from this activity. This is also the reason put forward by the Gozem service to retain only male gender drivers. These drivers have a low level of instruction.

3.2. An activity dominated by a population with a low level of education

According to the ministry in charge of transport (2000), driving in Togo was held by a population at 98% little educated until the end of the 1990s. The increase in the unemployment rate led to the discharge of young graduates without jobs in this sector. The Taxi-Moto is the sector that recorded the massive arrival of unemployed graduates. However, according to field work, this sector is still 72% dominated by people with a level below the first cycle study certificate (BEPC). The high proportion of young people in this sector directly impacts people working in Gozem. Gozem drivers have an average level of education as shown in figure n°3.

Figure n°3: Distribution of drivers according to the level of education



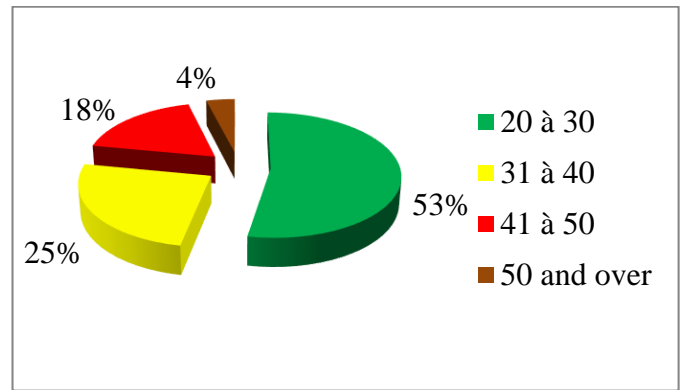
Source: Field work, 2021

According to data in Figure 3, 53% of drivers have a college level, 19% the high school, 16% did primary and 12% have the baccalaureate or a university diploma. Drivers with a diploma less than or equal to the BEPC represent 69%. These results show that the high rate of people with a level of college in the driving sector has directly impacted the Gozem driver sector. This level facilitates the manipulation of SMAR. It is also dominated by young drivers.

3.3. The age structure of Gozem drivers

The population of the city of Lomé is made up of 56% of young people and 64% have an age between 15 and 59 (INSEED, 2020). This age group is more successful for the use of communication information technology (ICT) and suitable for driving. The Gozem company takes younger drivers, that is to say those with an age less than 45 years. The goal is to have young drivers and suitable for the trade. Land works with drivers and the company have made it possible to know that 61% of drivers are age between 20 and 35 years old. Figure 4 shows the age structure of drivers.

Figure n°4: Distribution of Gozem drivers according to their age



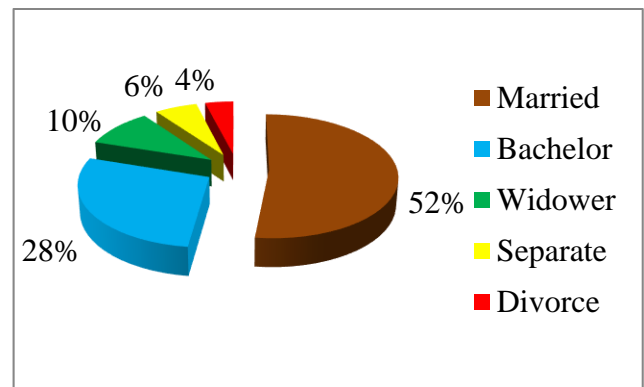
Source: Field work, 2021

The analysis of data in Figure N ° 4 shows that 53% of Gozem drivers have an age between 20 and 30 years. Those with an age between 31 and 40 years represent 25% against only 4% which are an age greater than 50 years. These data show that young people with age between 20 and 40 are more represented with a rate of 78%. This choice of society is oriented towards young people because of their physical strength, their resistance and the desire to optimize profit. Young people have more energy to work on average 10 hours a day and for at least 6 days a week. They better master the highway code and the use of the Gozem application. The desire to increase income is the main reason for the choice of Gozem by drivers.

3.4. An activity dominated by married drivers

The newlyweds flocked massively to Gozem in order to provide family needs (Figure n ° 5).

Figure 5: Distribution of Gozem drivers according to the matrimonial situation



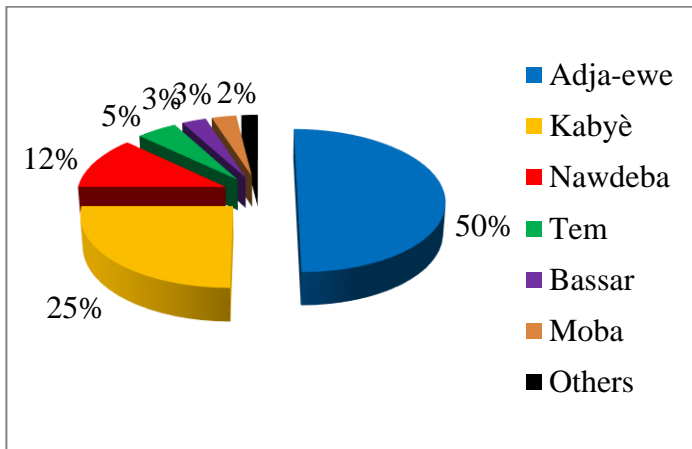
Source: Field work, 2021

According to the analysis of Figure 5, the bride and groom represent 52%, singles 28%, widowers 10% and divorced 4%. The unemployed bride and groom are embarking on the taxi-motorcycle profession in order to meet the quotient needs of their family. Singles are young unemployed graduates or having an end-of-learning diploma but has not yet opened a workshop. The Gozem service provides drivers with daily survival.

3.5. A strong representativeness of adj-e-weighed drivers

Gozem attracted a multitude of ethnic groups as indicated by Figure N ° 6.

Figure 6: Distribution of Gozem drivers according to the ethnic group



Source: Field work, 2021

The analysis of data in Figure N ° 6 shows 50% of drivers are from the Ethnic ADJA-E-WA group, 25% are Kabyè, 12% are Nawdéba and 5% are TEM. The Bassar and Moba respectfully make 3% and 2%. The strong predominance of adj-ewé is explained by the fact that they form the majority ethnicity of the Grand Lomé district. They are the peoples of ancient implantation. Kabyè are the majority group from immigration to the city of Lomé.

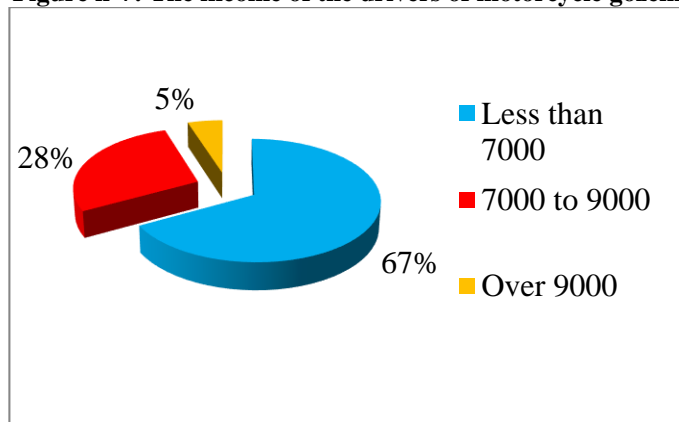
4. An activity that generates income to Gozem drivers

The Gozem service improves the living conditions of drivers thanks to the increase in revenues.

4.1. Gozem drivers income

Gozem drivers improve their income through application. The reduction in unnecessary travel and the high use of the Gozem population allows drivers to have an income higher than that of ordinary drivers. The use of the Gozem application is profitable if the driver applies and works regularly as indicated in Figure n ° 7.

Figure n°7: The income of the drivers of motorcycle gozem



Source: Field work, 2021

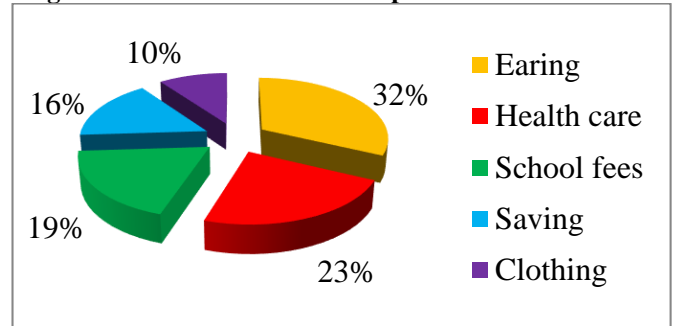
According to Figure n°7, 67% of motorcycle drivers from the Gozem service say they have a daily income below 7,000 CFA francs and only 5% have an income of more than 9,000 CFA francs. A driver says he earned at most 3,000 CFA francs per day, but with Gozem, his gain increased to 6,500 FCFA or 3,500 CFA francs more. The Gozem service has also set up a bonus measure to encourage drivers to work seriously to increase their daily gain. A recipe of 1,000 F CFA gives the right to a bonus of 100 F CFA, or 10% (direction Gosem, 2020). Beyond 7,000 F CFA in won,

the driver is entitled to 2,000 CFA F bonus. A driver who applies can make a recipe up to 60,000 CFA francs per week for vehicles and tricycles, or 50,000 CFA francs for motorcycle taxis (V. Tossou, 2020, p. 104). The daily income is above the poverty line which is 1,113 CFA francs per day (MFPTRAPS, 2018). This allows drivers to ensure basic basic needs and even save.

4.2. Income assignments

Driver's income enters mainly in family expenses (figure n ° 8).

Figure n ° 8: Ristribution of recipes from Gozem drivers



Source: Field work, 2021

The data in Figure N ° 8 shows the distribution of drivers income. Field work shows that 32% of revenue is intended for food, 23% for health care, 19% for the schooling of children and 16% for savings. This analysis then appears that 84% of the revenues fall directly into family needs and 16% are kept in savings. These savings are used for happy events such as marriage, parties and unfortunate events, especially deaths. Revenues from this activity allow these drivers to honor several basic expenses and even build a house. The work of the informal sector helps the survival of players in the field more. In the case of Gozem drivers, 16% of the revenues are spared, which is quite substantial to help actors get out of their social precarious situation.

5. Discussion

The Gozem service unlike other drivers is close to passengers. It offers the passenger the possibility of reducing his displacement from the house to a street in search of a taxi or a motorcycle. This was highlighted by Y. Sagna (2019, p. 53) when he writes that "the Gozem service offers the passenger the possibility of reducing their walking. It brings the motorcycle to the user back by playing on the first and the last segments of the mobility chain. " The Gozem service has become strong competition from ordinary transport methods in the city of Lomé. This competition has negatively impacted the motorcycle taxi drivers who lose customers. This aspect was shown by Mr. Dindji, A. Diabagaté, K. D. Houenenou and E. K. Brou (2016, p. 4) in their studies on motorcycle taxi drivers in Khorogo in Côte d'Ivoire. The advent of motorcycle-taxi transport in this Ivorian city has effect destroyed taxi transport by strong competition. The Gozem breaks with the traditional system in transport which consists in marauding in order to find customers. These are also forced to move from their houses to get out on the streets of the neighborhood in order to find a means of transport. With Gozem, it is the driver who goes to the passenger to his place. This aspect was shown by A. Guézéré (2012, p. 58) when he showed the importance of motorcycle taxis in the coverage of the peripheral districts of Lomé. According to

him, the Taxi-Moto has reduced the route of city dwellers of the periphery in search of a taxi-auto.

The advent of Gozem in Togo has created an innovation in taxi and taxi-motorcycle transport in the Lomé agglomeration. This application although innovative meets limits in its use. Indeed, to easily use the Gozem application, you must have a minimum secondary level of instruction and have average knowledge of the use of smartphones. This was highlighted by Y. Sagna (2019, p. 51) when he writes that the user of the Gozem application should have a minimum level of instruction of the first cycle study patent (BEPC). A driver who does not have proven knowledge in the use of smartphones cannot provide services with this company. It is also difficult for a passenger who does not know how to use these Android phones to make a reservation or to request a Gozem driver.

The use of the Gozem application in the periphery encounters problems due to street addressing. The driver cannot easily identify the passenger's situation in order to join him. The streets do not have a good plan with addresses, the orientation is difficult by the GPS. According to a study by the urban work execution agency (Agetur, 2020) on the addressing of streets in Lomé, "52% of the inhabitants of the city center against 76% on the outskirts do not know the addresses of the streets of their neighborhoods". The driver is forced to make additional calls to better find the passenger. This aspect was shown by V. Toullassi (2020, p. 107) in his study. According to her, the additional costs are caused to the driver and the passenger is forced to move from his house to place a benchmark fixed by the driver. Transport is no longer direct from door to door in the outskirts and districts that do not have an address of streets. Y. Sagna (2019, p. 53) adds by saying that "ultimately, the application only uses approximately the places of departure and destination within a radius that we estimate at fifty meters ».

CONCLUSION

Urban transport by Taxi-Moto is a sector that always escapes control of the public authorities. Efforts are made for the formalization of the sector through the "Zokeke" program initiated by the Delegation to the Organization of the Informal Sector (DOSI) in 2018. Private companies such emerging in order to formalize the sector, to improve the Conditions of movement by motorcycles of city dwellers and to improve the living conditions of drivers. Among these companies are the company Olé Togo and Zmobile which have developed the motorcycle system in Lomé and the Gozem start-up through which we order a driver via its application of the same name. The digitalization of urban transport in the Grand Lomé was done thanks to the Gozem start-up which is part of a movement of emergence of "services on demand" based on digital platforms putting in touch offer and demand in " real time ". The use of taxi-moto in the case of the Grand Lomé by the promoters of this innovation is explained by the fact that it constitutes by far the means of displacement most popular by the Lomeans for their daily trip. However, this application is difficult to handle by individuals weakly educated or who do not master the smartphone.

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