The Strategic Analysis of Grab's Strategic Dominance in Southeast Asia

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Abstract: The study delves into the strategic initiatives that have allowed Grab to achieve dominance in the Southeast Asian market since its launch in 2012. Initially a ride-hailing service app, Grab has transformed into a super app that now includes food delivery, digital payments, logistics, and financial services. Key to this success is the integration of diverse services into a single platform, a strong localization strategy that adapts to the unique needs of each market, and a focus on digital innovation through advanced technology and data analysis. This research underscores the importance of continuous adaptation, technological progress, and strategic partnerships. Grab's journey highlights the benefits of building a versatile, user-centric ecosystem and provides valuable insights for businesses looking to succeed in dynamic and diverse markets.

Keywords: Grab; Southeast Asian Market; Strategic Analysis

1. Introduction

1.1 Research Background

Grab, founded in 2012 and headquartered in Singapore, initially entered the market as a ride-hailing service application with the aim of providing safer and more convenient transportation solutions for the Southeast Asian region. Founders Anthony Tan and Tan Hooi Ling recognized the significant potential in the Southeast Asian transportation service market, especially given the accelerating urbanization and the proliferation of mobile internet in the region. Through strategic planning and leveraging mobile technology, Grab was able to offer efficient transportation for users while also creating new job opportunities for drivers.

In the years following its inception, Grab rapidly expanded its business scope beyond ride-hailing services. Through continuous innovation and strategic acquisitions, Grab successively launched GrabFood, GrabPay, GrabExpress, and various other services, gradually transforming into a

multifunctional super app. This transformation not only enhanced Grab's competitiveness in the market but also made its services more diverse and comprehensive, meeting the varied needs of its users.

Grab has achieved significant market positions in multiple countries, including Indonesia, Malaysia, Thailand, the Philippines, and Vietnam, becoming the leader in the Southeast Asian market. The key to its success lies in its deep understanding of local markets and its ability to quickly adapt through localized strategies and flexible operating models, allowing Grab to stand out in a highly competitive market.

Globally, Southeast Asia is now considered a significant growth engine for the digital economy. The region's rapidly increasing number of internet users and smartphone penetration provide a broad market foundation for digital services. Grab astutely predicted this trend and, by continuously expanding its range of services and optimizing service quality, successfully met the diverse needs of consumers in the region. Its comprehensive service platform not only covers transportation and logistics but also includes financial services and electronic payments, significantly enhancing user experience and service coverage.

This comprehensive service model and deep market penetration have enabled Grab to dominate the Southeast Asian market. By integrating multiple services, Grab has not only increased user loyalty and retention but also built a robust ecosystem, laying a solid foundation for its dominant position in Southeast Asia. Overall, Grab's success in the region is attributed not only to its technological and service innovations but also to its flexible localization strategies and strategic planning, allowing it to maintain its leading position in a highly competitive market.

1.2 Research Objectives

This study aims to analyze the strategies and practices that have enabled Grab to achieve a dominant position in the Southeast Asian region from a strategic perspective. By studying Grab's successful strategic planning and execution, this research aims to provide valuable insights and guidance for other companies to develop and implement effective strategies in diverse and rapidly evolving markets. The specific objectives are:

1.To analyze Grab's Super App strategy, exploring how it integrates multiple services (such as ride-hailing, food delivery, payments, and financial services) into a single platform to provide a one-stop solution. This will clarify how Grab leverages this strategy to enhance user engagement, increase market share, and establish brand dominance in the Southeast Asian market.

2.To examine Grab's localization strategy: investigating the localized operational models and strategies Grab employs in different countries, and how these strategies have helped it achieve a leading position in various markets.

3.To study Grab's digital strategy, including how it utilizes advanced technology and data-driven decision-making to optimize services and operational processes, and how technological innovations enhance user experience and operational efficiency. This will reveal how Grab maintains its competitive edge in the highly competitive Southeast Asian market through digital means.

2. Super App Strategy

From its inception, Grab has adopted a super app strategy, evolving from an initial ride-hailing service to encompassing a wide range of services, including food delivery and financial services. This demonstrates its strategic foresight and strong ability to adapt to market changes. The super app model, by integrating multiple services into a single platform, enhances user engagement and retention, achieves economies of scale, and provides significant competitive advantages. Comprehensive services meet a wide range of user needs, increasing time spent on the app and user loyalty. By integrating multiple services into one app, user stickiness improves, reducing the likelihood of users switching to competitors. Shared infrastructure and resources lower costs, increasing profit margins. Aggregated user data allows for better targeting, improving user satisfaction. Extensive and in-depth services provide a competitive edge, and high entry barriers solidify Grab's market position.

2.1 Evolution and Diversification of Services

Grab's super app covers multiple service areas, including ride-hailing, food and grocery delivery, financial services, logistics, and lifestyle services. Ride-hailing remains the cornerstone of Grab's offerings, providing safe, reliable, and convenient transportation. Innovations like GrabShare (carpooling) and GrabFamily (family-friendly rides) allow Grab to meet specific user needs, differentiating itself from competitors. Food and grocery delivery services (GrabFood and GrabMart) have expanded through Grab's logistics network, and partnerships with local restaurants and retailers further enhance service variety and quality, ensuring a comprehensive delivery ecosystem.

In financial services, GrabPay facilitates seamless in-app and offline transactions, integrating various merchants. Through micro-lending, insurance, and investment products, Grab not only meets the financial needs of users and drivers but also embeds itself further into users' daily lives. This financial integration ensures that users can perform a wide range of financial activities without leaving the app, enhancing convenience and increasing reliance on the platform. For example, Grab's AutoInvest program allows users to invest small amounts of money while making everyday transactions on the platform. This micro-investment solution provides an estimated return of 1.8% per annum and is designed to make wealth management accessible to a broader audience. GrabFin's Earn+ is another investment product that offers potential returns of 2%-2.5% per annum and can be activated directly within the Grab app.

Logistics and parcel delivery services (GrabExpress) provide on-demand delivery of documents, parcels, and even large items, enhancing overall ecosystem convenience through synergy with other Grab services. Lifestyle services like GrabHealth offer online health services, and partnerships with streaming services and event ticketing increase user engagement and retention. By continuously optimizing its services in various sectors, Grab has achieved significant market share in multiple business areas in the Southeast Asian market. For example, data shows that Grab's market share in seafood delivery services in the Southeast Asian region reached 55%, with a year-on-year increase of 6.8%. As the market share of its various businesses increases, Grab's overall influence also enhances.

2.2 Strategic Advantages of the Super App Model

Grab's super app strategy is key to its dominance in the Southeast Asian market. By integrating multiple services into one platform, Grab has created a robust ecosystem that offers seamless user experiences, enhancing user loyalty and establishing a dominant market position. The super app model provides several strategic advantages:

a.Enhanced User Engagement and Retention: By offering a diverse range of services, Grab increases the amount of time users spend on the app. This multi-service approach makes it a one-stop solution for various needs, thereby improving user engagement and retention. The convenience of accessing multiple services within a single app reduces the likelihood of users switching to competitors, thus fostering loyalty. The platform's ability to offer a diverse range of services within a single app has contributed to strong user retention. For instance, Grab's Mobility segment saw a 27% year-over-year increase in gross merchandise value, supported by a 27% growth in monthly transacting users.

b.Economies of Scale: Integrating multiple services within one platform allows Grab to share infrastructure and resources across different service lines, thereby lowering operational costs and increasing profit margins. This efficient use of resources creates economies of scale, which is crucial for maintaining competitiveness in the market.

c.Aggregated User Data for Better Targeting: The extensive user data collected across various services enables Grab to perform better targeting. This data-driven approach enhances user satisfaction by providing tailored services and offers that meet individual needs and preferences, further increasing user engagement and loyalty. For instance, by using a unified data analysis platform, Grab ensures a consistent understanding of its users across different product segments. This platform, known as C360, integrates consumer data from various sources, enabling Grab to deliver a more personalized and efficient user experience. This approach not only improves marketing campaign ROI but also facilitates the development of new features aligned with consumer preferences.

d.High Entry Barriers: The comprehensive nature of Grab's super app creates high entry barriers for potential competitors. The integrated services and robust ecosystem make it difficult for new entrants to replicate Grab's model without significant investment and time. This competitive edge solidifies Grab's market position and deters new competitors from entering the market.

e.Comprehensive Service Offerings: Grab's wide range of services not only meets diverse user needs but also provides significant competitive advantages. The extensive and in-depth service offerings ensure that users have fewer reasons to leave the platform, thereby increasing user stickiness. This comprehensive approach also allows Grab to leverage cross-selling opportunities, further enhancing revenue streams.

f.Innovation and Continuous Expansion: Grab's commitment to innovation and continuous expansion ensures that its services remain relevant and competitive. By constantly optimizing and expanding its ecosystem, Grab can adapt to changing market dynamics and user preferences, ensuring its leadership in the Southeast Asian market. For instance, Grab's patent-friendly environment and focus

on experimentation drive continuous improvement and innovation. The company runs over 200 experiments simultaneously, testing new features and optimizing existing ones to enhance user experience and operational efficiency.

Moving forward, Grab will continue to innovate and expand its super app strategy, constantly optimizing and expanding its ecosystem to ensure its leadership in the Southeast Asian market. The company's ability to integrate new services and technologies will be crucial in maintaining its competitive edge. Potential areas for growth include expanding its financial services offerings, enhancing its logistics capabilities, and exploring new partnerships in emerging sectors. Grab's super app strategy has been instrumental in its rise to dominance in the Southeast Asian market. By integrating multiple services into a single platform, Grab has created a robust ecosystem that enhances user engagement, achieves economies of scale, and provides significant competitive advantages. As Grab continues to innovate and expand its offerings, it is well-positioned to maintain its leadership and further strengthen its market position in the region.

3. Grab's Localization Strategy

Grab's localization strategy is key to its success in the Southeast Asian market. By deeply understanding and adapting to the culture, needs, and regulatory environments of each country and region, Grab has developed targeted localization strategies that enhance its adaptability, boost brand affinity, and provide a competitive edge in each local market. Additionally, Grab's localization efforts have made positive contributions to local economic and social development.

3.1 In-depth Understanding of Local Market Needs

When entering the Southeast Asian market, Grab adopted a comprehensive approach by conducting in-depth research and market analysis to understand the unique needs of each country and region. This meticulous approach allowed Grab to tailor its services precisely to meet local demands, thereby gaining a competitive edge over its rivals.

Early on, Grab identified a critical challenge faced by its competitor Uber. Uber's global policy required passengers to use credit cards for payment, which was a significant barrier in Southeast Asia, where many individuals lacked credit cards or even basic bank accounts. Recognizing this gap, Grab made the strategic decision to accept cash payments. This move significantly increased the adoption rate of Grab's ride-hailing services among users who preferred or were only able to use cash. Moreover, this decision laid the groundwork for Grab to develop its own payment system later, further integrating financial services into its platform.

In Singapore, where consumers have elevated expectations for service quality and efficiency, Grab responded by diversifying its ride-hailing offerings. The introduction of multiple service options, such as GrabTaxi, GrabCar, and GrabShare, allowed Grab to cater to various customer preferences, ranging from economical rides to premium options. This strategy not only met the diverse needs of Singaporean users but also enhanced their satisfaction and loyalty, helping Grab establish a strong foothold in a

highly competitive market. In Indonesia, where severe traffic congestion poses a significant challenge, Grab launched GrabBike, a motorcycle ride-hailing service. This service quickly gained traction because motorcycles can navigate traffic more efficiently than traditional cars, providing faster and more convenient transportation solutions. The success of GrabBike highlighted Grab's ability to adapt its services to local conditions, thereby improving commuting efficiency and gaining popularity among users. In Malaysia, Grab recognized the growing trend towards digital payments and responded by launching GrabPay, its cashless payment service. Additionally, Grab formed partnerships with local e-wallet providers such as Boost and Touch'n Go, to enhance its digital payment solutions and foster the growth of local fintech services in Malaysia. These collaborations, alongside GrabPay, support the government's initiatives to promote a cashless economy and offer seamless payment experiences to users. This strategy benefits around 15 million Malaysians who are part of the e-Tunai Rakyat program, which aims to accelerate e-wallet adoption by providing one-off credits to eligible citizens. These collaborations, alongside GrabPay, support the government's initiatives to promote a cashless economy and offer seamless payment experiences to users. This strategy benefits around 15 million Malaysians who are part of the e-Tunai Rakyat program, which aims to accelerate e-wallet adoption by providing one-off credits to eligible citizensThis strategic move not only enhanced user convenience but also positioned Grab as a forward-thinking leader in the financial technology space. Vietnam's e-commerce market reached $20.5 billion in 2023 and is expected to continue growing by 35% in 2024, reaching VND 310 trillion ($12.5 billion). With the rapid expansion of e-commerce and increasing demand for logistics services, Grab introduced GrabExpress, an intra-city delivery service designed to address the need for fast and reliable logistics solutions. GrabExpress effectively catered to the needs of both e-commerce businesses and consumers, reinforcing Grab's competitive position in the Vietnamese market and meeting the growing demand for efficient delivery services.

These diverse services across various countries are all driven by Grab's localization strategy, which emphasizes understanding and adapting to local consumer needs. By tailoring its offerings to the specific conditions and preferences of each market, Grab has successfully increased user engagement and satisfaction, thereby securing a dominant position in the competitive Southeast Asian market. This approach not only highlights Grab's commitment to meeting local demands but also underscores its strategic agility in navigating complex and diverse markets.

3.2 Emphasizing Cultural Sensitivity

When entering various markets, Grab emphasizes cultural sensitivity and enhancing user experience. This strategy enables Grab to better integrate into local societies and gain the trust and loyalty of users. For instance, in Malaysia, Grab caters to the country's multicultural environment by offering its app and customer support in multiple languages, including Malay, English, and Chinese. This approach not only improves user experience but also makes Grab more competitive in a multilingual environment.

During festive periods, Grab launches special promotions and activities to increase user engagement. For example, during Ramadan and Eid in Malaysia, Grab offers special promotions such as free or discounted rides and special dining discounts to cater to Muslim users' needs. Similarly, in the Philippines, during Holy Week and Christmas, Grab introduces special events and promotions like free rides, shopping discounts, and donation activities to align with local religious and festive atmospheres. In Indonesia, Grab celebrates traditional holidays such as Eid and Independence Day with special promotions, offering discounted rides and dining deals. These localized festive activities not only boost user engagement but also enhance the brand's recognition and acceptance in local communities.

Grab also collaborates with local cultural activities and organizations to further optimize its products and services. For example, in Thailand, Grab partners with local temples and Buddhist organizations to launch special charity events, donating a portion of its revenue to temple construction and community services. Such activities closely tied to local culture and religion not only improve Grab's brand image but also garner widespread support from local users. In Vietnam, Grab leverages the Tet Lunar New Year to launch a series of special activities and services, including free rides, red envelope promotions, and discounts on traditional foods. These activities attract a large number of users and enhance their loyalty to the Grab brand.

Through these culturally aligned initiatives, Grab is able to better integrate into local cultures, providing services that meet local needs and preferences, thereby improving user experience and loyalty. This emphasis on cultural sensitivity and user experience allows Grab to avoid unnecessary cultural conflicts and issues, maintaining its leading position in the diverse and competitive Southeast Asian market.

4. Grab's Digital Strategy

Grab's digital strategy is a cornerstone of its success in the Southeast Asian market. By integrating technology and data, Grab continually enhances its services and operational processes, significantly improving both user experience and operational efficiency. This strategy involves leveraging advanced technologies such as big data, artificial intelligence (AI), and machine learning to drive data-informed decisions and optimize various aspects of its platform. Through meticulous data analysis, Grab can predict user needs, streamline operations, and deliver personalized experiences. The company's commitment to digital innovation not only enables it to stay ahead of competitors but also positions it as a leader in the region's fast-evolving digital landscape. This approach has allowed Grab to build a robust, efficient, and user-centric ecosystem that addresses the diverse needs of Southeast Asian consumers while driving sustainable growth and operational excellence.

4.1 Digital Payment System

GrabPay's digital payment system is a cornerstone of Grab's broader digital strategy, playing a vital role in both user convenience and the advancement of cashless transactions. As a versatile and

comprehensive digital payment solution, GrabPay not only streamlines payments for users but also accelerates the adoption of digital financial practices across various regions.

One of the key aspects of GrabPay's success is its strategic partnerships with local banks and e-wallet providers, which facilitate widespread adoption and integration of the payment system. These partnerships have enabled GrabPay to achieve extensive reach and functionality in different markets, contributing to a more inclusive and efficient financial ecosystem. In the Philippines, GrabPay collaborates with numerous local banks like SMIC to offer a diverse array of services, such as bill payments, mobile phone top-ups, and even government fees. This collaboration has significantly simplified financial transactions for   users by providing a centralized platform for various payment needs. For example, users can pay their utility bills or top-up their prepaid phones directly through the GrabPay app, enhancing both convenience and accessibility. In Indonesia, GrabPay has established partnerships with local financial institutions to offer secure and efficient online transaction capabilities. For example, Grab acquired the Indonesian startup Kudo to strengthen its payment platform. Kudo's extensive agent network and expertise in enabling digital transactions for the unbanked population helped Grab expand its financial services reach in Indonesia. This strategic move was part of a larger $700 million investment initiative to develop Grab's presence in the Indonesian market. These partnerships are particularly important in promoting financial inclusion, as they provide essential financial services to underbanked communities. For instance, GrabPay's collaboration with Indonesian banks allows users to conduct secure online transactions, making it easier for people in remote areas to access banking services.

These regional collaborations highlight GrabPay's ability to adapt to and enhance the local financial landscapes in Southeast Asia. By offering a robust and user-friendly digital payment system, GrabPay not only improves the convenience of financial transactions for users but also contributes to the growth and modernization of the financial services industry in the region. This strategic approach helps foster a more inclusive financial environment and supports the broader goal of digital financial inclusion.

4.2 Enhancing the Digital Experience for Workers and Users

To enhance the working experience for its workers, such as drivers, Grab has developed a range of digital tools and applications. For instance, Grab's real-time navigation and income analysis tools have significantly improved the efficiency and earnings of its drivers. By utilizing real-time data, Grab helps drivers choose the best routes, reducing traffic congestion time and increasing job efficiency. For example, the Auto Accept feature on the Grab driver app automatically confirms trip bookings, enabling drivers to complete more rides per hour and maximizing their earnings-to-road-time ratio. Additionally, the income analysis tool allows drivers to view and analyze their earnings in real time, helping them better plan their work hours and manage their schedules effectively. Additionally, Grab offers online training resources, including driving skills, safety operation guides, and customer service training, helping drivers continuously improve their professional skills and service levels. Grab has also introduced the GrabBenefits program, providing comprehensive benefits for drivers. These benefits

include health insurance to ensure drivers receive timely medical treatment when health issues arise; educational subsidies for their children to alleviate the financial burden on driver families; and other benefits such as vehicle loan discounts and emergency assistance. These initiatives not only enhance the sense of belonging and satisfaction among workers like drivers but also boost their work enthusiasm and loyalty, thereby improving the overall service quality of Grab.

For users, Grab offers highly personalized services and recommendations through its application. By utilizing users' historical data and preferences, Grab can recommend the most suitable transportation options, such as economy, comfort, or luxury services. Additionally, based on users' dietary preferences and order history, Grab recommends appropriate food choices, enhancing user satisfaction with the GrabFood service. Grab has also expanded its financial services, providing personalized financial product recommendations, such as small loans, credit cards, and savings plans, by analyzing users' spending habits and credit status. These personalized recommendations not only improve the user experience but also increase users' reliance on and loyalty to Grab's services.

By continuously optimizing the digital experience for both workers and users, Grab not only enhances service quality and user satisfaction but also strengthens the platform's competitiveness and market share. This focus on digital experience ensures that Grab maintains a leading position in the highly competitive Southeast Asian market.

4.3 Expanding Digital Partnerships

Grab actively establishes partnerships with various digital platforms and companies to expand its service range and ecosystem. These strategic collaborations not only enhance Grab's market competitiveness but also provide users with more comprehensive and convenient services. For example, Grab collaborates with fintech companies to launch co-branded credit cards and micro-loan services. These services allow users to enjoy more convenient payment methods and flexible credit options, improving the accessibility and user experience of financial services.

Additionally, Grab partners with e-commerce platforms to offer fast logistics solutions. This collaboration enables users to receive their online shopping items more quickly, enhancing their shopping experience. For instance, Grab has partnered with Lazada to leverage its extensive driver network for fast deliveries, significantly reducing delivery times and increasing logistics efficiency. This partnership allows Lazada's merchants to use GrabExpress for same-day delivery services, enhancing convenience for consumers and creating more earning opportunities for delivery partners. In the travel and hospitality sector, Grab collaborates with multiple hotels and travel companies to provide comprehensive travel services. These services include one-stop solutions for booking hotels and flights, arranging local transportation, and planning tourist activities, making the travel experience more convenient and enjoyable for users. For example, through its partnership with Booking.com, users can book hotels and travel packages directly within the Grab app, enjoying integrated travel services .

Grab's partnership strategy extends beyond these areas, aiming to integrate various aspects of daily life into a seamless digital experience. In the health and wellness sector, Grab collaborates with

providers to offer online consultations and prescription delivery services. This not only broadens the range of services available to users but also positions Grab as a multifunctional platform capable of meeting diverse needs. Additionally, Grab's strategic collaborations include partnerships with local governments and public institutions. For example, in Jakarta, Grab has integrated its app with the city's MRT and bus companies, allowing users to view public transport schedules and purchase tickets directly through the app. This integration makes it easier for users to plan and execute their journeys, demonstrating Grab's commitment to improving urban mobility and public transportation systems. By working with these entities, Grab helps streamline public services and enhance urban transportation.

These partnerships enrich Grab's service offerings and provide users with greater convenience and choices. By collaborating with leading companies across various fields, Grab can continuously innovate and optimize its services to meet diverse user needs. This extensive network of partnerships not only increases Grab's market share and user loyalty but also strengthens its competitive edge in the Southeast Asian market.

5. Conclusion and Insights

5.1 Conclusion

Grab's comprehensive implementation of super app, localization, and digital strategies has solidified its leadership position in the Southeast Asian market. These strategies, while individually strong, have created a robust business framework that enhances user experience, fosters customer loyalty, and drives market growth. Grab's success underscores the necessity for businesses to continuously innovate, adapt to local environments, and deliver seamless user experiences in a competitive and diverse market. By embracing technological advancements and optimizing services, Grab has set a benchmark for digital excellence, leading the way in service innovation and customer satisfaction.

5.2 Insights

a.The Crucial Role of Localization Strategy:

When expanding into new markets, businesses must thoroughly understand and respect local cultures, needs, and market dynamics. Grab's success in Southeast Asia highlights the importance of localization strategies, such as offering cash payments in areas where credit cards are less common and providing multilingual support. This approach effectively enhances user acceptance and market penetration, offering valuable guidance for other businesses entering diverse markets.

b.The Core Value of Technological Innovation:

Advanced technological tools play a vital role in improving operational efficiency and user experience. Grab's use of intelligent payment systems and data-driven service optimization demonstrates the immense potential and practical impact of technology in modern business. Companies should actively adopt and apply technological innovations to enhance internal processes, improve service quality, and meet evolving user needs.

c.The Strategic Advantage of Super App Platforms:

Integrating multiple services into a single platform significantly boosts user engagement and market competitiveness. Grab's super app strategy not only enhanced the overall user experience but also provided a one-stop solution for everything from transportation to financial services, increasing user dependence and loyalty. This experience shows that businesses can improve user satisfaction and usage frequency by offering diversified services, thereby driving business growth.

d.The Positive Effects of Strategic Partnerships:

Establishing partnerships with leading companies across various sectors can effectively expand service offerings, enhance brand value, and drive business development. Grab's collaborations with fintech companies, e-commerce platforms, and travel companies have enriched its service portfolio and improved user convenience. Other businesses should consider partnering with industry leaders to leverage shared resources, complementary strengths, and market expansion opportunities.

e.The Ability to Adapt to Market Changes:

In rapidly changing market environments, businesses must be capable of flexibly responding to various challenges and opportunities. Grab's success in navigating the complexities of the Southeast Asian market through agile strategy adjustments and continuous optimization underscores the importance of maintaining market insight and flexibility. Companies must remain vigilant to external changes and seize new growth opportunities through adaptable strategies.

Overall, Grab's experience not only provides a practical guide for achieving success in competitive and diverse markets but also emphasizes the importance of innovation, adaptation, and integration in modern business. This comprehensive approach ensures Grab's outstanding performance globally, setting high standards for digital operations and offering valuable insights for other businesses in strategy formulation and implementation.

Author Contributions

Wang Zexiang: The author confirms sole responsibility for the following: study conception and design, data collection, analysis and interpretation of results, and manuscript preparation

Availability of Data and Materials

The data on which the study is based were accessed from a repository and are available for downloading through the following link.

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Conflicts of Interest

The authors declare that they have no conflicts of interest to report regarding the present study.

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