

# UBER CONSUMER Behavior

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## *What is UBER?*

- *Uber is a transport company that operates worldwide*
- *Customers will be able to travel within minutes when using the Uber app to schedule and drop offs and/or pick-ups*
- *Anyone who owns a vehicle (restrictions apply) will be able to work for Uber with flexible hours and in the comfort of your own car*

## *The UBER Consumer*

- *Male and Female Consumers (Even mix)*
- *25-34*
- *Primarily Urban and Suburban context*
- *Approximately median income*

## *UBER Identity*

- *Young working individuals*
- *Highly mobile*
- *Educated*
- *Enjoy Urban/City lifestyle*
- *Jobs and social lives revolve around public transport*
- *Value efficiency*
- *Technology-centric*
- *Environmentally and Socially aware*

## *Advice*

- *Provide a full background on drivers available to customer to ensure safety*
- *Rewards system (Loyalty Program) to create a long lasting relationship and deter consumers from leaving to competitors like LYFT, rewards lead to incentives and discounts*
- *An option to save your favorite locations and regular routes (e.g. Home, Work, Airport) to create a more efficient experience*



*Thank You!*

## *UBER Current Marketing Plan*

- *Use of rating experiences lead to incentives like free rides*
- *Referral Program*
- *Social Media presence gives out coupon codes*
- *Celebrity endorsements*