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1. Introduction

Urban transportation has undergone a shift thanks to Uber Technologies Inc. In 2009, Garrett Camp and Travis Kalanick launched the company, which now serves more than 900 cities across the world (Smith, 2022). Uber started as a ride-sharing company, but the firm expanded its operations to include Uber Eats, followed by Uber Freight and self-driving vehicle research activities (Johnson, 2023). The service prioritises efficiency together with dependability and economical fare, which has modernised urban transport systems (Miller, 2021).

By integrating GPS navigation and mobile technology, and digital payments with a workforce based on the gig economy, Uber delivers services to present-day urban clientele (Anderson 2020). Uber managed to gain worldwide recognition as a powerful brand because of its revolutionary business model combined with extensive network accessibility (Wong, 2021). Uber continues to make a promise to establish a zero-emission transportation platform by 2040 by directing investment toward electric vehicles and environmental projects for maintaining leadership in urban mobility innovation (Green, 2022).

Under its GreenMove service, Uber provides residents of urban areas the opportunity to use electric bikes and scooters through a subscription system. This service operates within Uber's wider entry plan into the micro-mobility sector while promoting its commitment to sustainability goals. The GreenMove service of Uber works to enhance the company's brand worth while establishing it as a pioneer in future transportation systems (Davis & Jones, 2023; Reed, 2024). The STP method serves as Uber's framework to build a stronghold in urban mobility services and sustainable transportation markets.

2. Brand Extension

2.1 Proposed Brand Extension: Uber GreenMove

Through Uber GreenMove, subscribers pay one monthly fee to access their e-bikes or e-scooters as part of an exclusive package. Customers can subscribe to the service, which includes their vehicles along with maintenance services and theft protection and app-based assistance (Johnson, 2023). Uber GreenMove demonstrates superior reliability against the shared micro-mobility systems operated by other providers (Smith, 2022).

The service functions as part of Uber's mission to establish technology-dependent sustainable transportation solutions for urban areas (Uber Technologies, 2022). Through this service, customers can have flexible mobility access instead of traditional auto possession obligations (Wong, 2021). Users can handle their subscriptions and observe their vehicle activity and route optimisation using the Uber mobile application, according to Miller (2020).

2.2 Alignment with Uber's Brand Values

Through Uber GreenMove, the company showcases its brand development through the combination of technological innovation with sustainability, along with personalised service and effortless accessibility. The company leads technological advancement by using AI to optimise routes and GPS tracking, and digital systems to maintain vehicles (Khan, 2022). GreenMove provides convenient on-demand travel services to customers who want non-ownership commute solutions (Anderson, 2021).

Uber Technologies (2022) states that the initiative helps the company achieve its 2040 zero-emissions goal by offering low-carbon travel solutions. The solution targets regular customer problems involving unreliable vehicle accessibility and price instability within micro-mobility services, according to Reed (2023).

The strategic position of Uber GreenMove enables the company to integrate this service into its diverse mobility offerings, which include ride-hailing and delivery operations. As an urban transportation provider, Uber offers all types of travel needs (Meyer & Green, 2021), which helps it maintain strong market dominance and grow its future business.

2.3 Value Addition: Addressing Market Gaps

People living in cities want practical and environment-friendly options for travelling brief distances (Lopez, 2021) even though shared e-scooter services have problems such as malfunctioning technology and unpredictable pricing (Davis, 2020). Users benefit from the dependable and convenient GreenMove solution by Uber that provides monthly rate packages and secure vehicle ownership, according to Brown & Lee (2022) and Smith (2023). Users enjoy convenient door-to-door delivery service from this service, according to Johnson 2023.

Customers choose GreenMove because it unites environmentally friendly commuting with wellness benefits while fulfilling the demands of the subscription economy model (Carter & Zhang, 2021). The service enhances sustainability by aiding urban pollution reduction and benefiting traffic management goals (Green, 2021). Through this new approach, Uber can optimise customer loyalty while obtaining increased revenue plus securing its market leadership in sustainable urban transport systems (Wong, 2021). Under the GreenMove initiative, Uber collaborates with their brand to serve customer expectations and promote city expansion and environmental goals (Davis & Jones, 2023).

3. STP for the new brand Extension

The market segments for Uber GreenMove can be organised using four main groups.

3.1. Segmentation

Segmentation is divided into four parts

3.1.1. Demographic Segmentation:

The demographic of interest for Uber GreenMove includes environmentally-aware adults between 18 to 45 years of age who are receptive to technological innovations (Santos, 2020). Middle to upper-middle-class buyers select Uber GreenMove because it provides them with accessible yet affordable taxi transportation (Evans & Rehberger, 2021). The principal consumer categories consist of urban professionals who commute daily alongside academic students as well as freelancers and independent contractors known as gig workers (Wang, 2022).

Uber's targeted customer demographic enables the company to position itself better in the sustainable urban transportation market.

3.1.2. Geographic Segmentation:

The GreenMove service of Uber seeks to enter large metropolitan areas with significant traffic congestion issues and parking difficulties (Baker, 2021). The company initially targets cities which have gentle meteorological conditions permitting bike and scooter applications throughout the year (Lee & Kim, 2022).

The product launch commences in North America and Europe, while the company aims to introduce this service in densely populated cities across Asia-Pacific (Hall, 2023). The purpose-driven strategy leads to high acceptance rates and asset expansion.

3.1.3. Psychographic Segmentation:

The customer grouping at Uber GreenMove happens through lifestyle assessment and evaluation of personal values along with individual interests. The mobility service directly addresses persons whose main interests include wellness, together with environmental sustainability, as well as cutting-edge technology and flexible transportation needs (Thompson, 2020).

Users of GreenMove services understand the importance of sustainable living while experiencing efficient urban living since these core values match the company's brand identity (Adams, 2021). Customers from three different groups align with this service: fitness fans who love it and environmental supporters together with technological trendsetters seeking modern mobility experiences (Wang & Lee, 2020). The company develops robust customer relations through this psychographic method with individuals who adopt modern progressive lifestyles.

3.1.4. Behavioural Segmentation:

The Uber GreenMove product aims to serve customers who travel short distances using Uber services daily, from two to five miles (Parker & Patel, 2021). The user base wants affordable private transportation along with eco-friendly benefits and easy-to-use service features, according to Green (2021).

The service at GreenMove aims to serve both regular Uber commuters together with customers who use multiple services from Uber (Giles, 2022). The service utilises behavioural patterns together with demographic information and regional data, with psychological traits to identify customers for reaching the intended audience (Davis & Thomas, 2023).

3.2. Targeting

The target audience for Uber GreenMove includes urban residents between 18 to 35 years old, mainly consisting of Gen Z and millennial individuals who choose economic and flexible bicycle-sharing services alongside eco-friendly choices over private car ownership. Consumers who subscribe to services focus on technological innovation together with sustainability elements (Martin, 2021). Urban professionals aged 36 to 45 form the target market for the secondary service because they link sustainability to quick, efficient trips (Harrison & Zhao, 2022).

The marketing strategy applies customised advertising, and it provides two bike package types alongside adaptable service period options. The price and promotional strategies at Rent2Gether adapt to different local income levels and urban population densities, and resident mobility patterns (Taylor, 2021). The predictive analytics tool at Uber determines future customers by examining user activity inside the application (Smith, 2022).

3.3. Positioning

Uber GreenMove operates as a premium electric bike along with scooter service, which provides flexible, sustainable urban transportation through the trusted Uber platform. The company's market strategy provides maintenance support along with insurance policies for personal vehicles instead of offering unsteady shared services that need regular upkeep. Users receive three primary advantages from GreenMove because Uber provides maintenance support along with insurance protections (Johnson & Williams, 2020) and leads sustainability initiatives and owns advanced app functions (Harrison, 2021; Uber Technologies, 2022). The service delivers better safety through its well-maintained private vehicles along with technical support, according to Lee and Park (2022).

GreenMove competes for service-based mobility with Lime and Bird, and Spin, but also faces competition from public transit systems. Through subscriptions, riders receive private, secure service, which separates it from other shared services, as noted by Brown (2022). The reliable Uber brand and sophisticated technology, coupled with an exceptional user interface, provide GreenMove with an edge over smaller competitors, according to Miller and Allen (2022).

4. Customer Personal Profile

An appropriate target customer for Uber GreenMove should be a 22 to 40-year-old urban working professional. People who dwell in cities like New York, London, San

Francisco and Berlin fit best as potential customers for Uber GreenMove due to their environments presenting traffic jams, restricted parking spaces alongside sustainability-minded urban policies (Gibson & Clarke, 2021).

4.1. Demographic Characteristics of Uber GreenMove's Target Market

Uber GreenMove specifically serves adults between 22 to 40 years old who consist mainly of technology-minded young professionals, according to Shaheen and Cohen (2020). The program accepts both male and female participants while taking into account gender-specific commuting responsibilities as reported by Pawlak and Polak (2015).

Uber GreenMove delivers its services to middle- to upper-middle Household earners who need flexible and affordable travelling solutions, earning between \$30,000 to \$80,000 annually (Federal Highway Administration, 2021). The target groups for the service providers are consultants alongside IT professionals along with healthcare staff members, freelancers, alongside students who travel regularly in urban areas (Sperling, 2018).

Users with university degrees make up most of the demographic because they prioritise eco-friendly transportation (Leiserowitz et al., 2021). GreenMove begins operations in urban hubs New York, London and Toronto and Berlin because these cities possess low car registration rates (TitleMax, 2022).

4.2. Psychographic Characteristics of Uber GreenMove's Target Market

Customers of Uber GreenMove demonstrate three psychological characteristics: environmental awareness, along with a preference for convenience and a strong commitment toward health-based decisions. The customers who wish to live sustainably choose to explore methods for lowering their ecological impact (Thompson 2020). A growing number of people want smarter lives along with enhanced efficiency by adopting environmentally friendly mobility options into their regular activities. These customers prefer experience-based lifestyles, which makes them attracted to easy and flexible subscription services (Adams, 2021). This consumer group chooses affordable options and consistent services with excellent quality over all other considerations. These consumers spend time on online platforms to research products and heavily depend on peer feedback and social media engagement for their purchase decisions (Keller & Lee, 2022). Early technology adopters prefer companies which manifest their beliefs about sustainability, as well as innovation and societal impact and share their values (Giles, 2022).

5. Marketing Mix Strategy (7Ps)

5.1. Product

The subscription program from Uber GreenMove provides customers with personal electric bikes and electric scooters through complete maintenance coverage, along with theft insurance and remote application assistance. This service model differs from shared services since users receive their vehicles through this system, which improves both accessibility and dependability. The Uber application includes GPS tracking, together with battery monitoring and smart lock technology and maintenance alerts to match Uber's focus on sustainable innovation (Uber, 2023).

5.2. Price

Uber GreenMove offers a price structure based upon customer categories to serve different groups of users: Standard e-bikes and scooters are available through Basic Tier at rates accessible to customers.

- Premium Tier: High-end models with extended range and additional features at a premium price.

Special pricing for students and corporate clients forms part of the discounted packages offered by the company. The company chooses value-based pricing, which presents both convenience and predictive benefits combined with maintenance and insurance services so urban customers can easily handle their budgeting needs.

5.3. Promotion

Many strategies from which Uber GreenMove can choose include: Uber GreenMove promotes itself through digital marketing by delivering specialised campaign content on Instagram, TikTok and YouTube to showcase sustainability, fitness and urban convenience advantages. The Uber app presents both exclusive offers and promotional messages to its current user base through in-app notifications. The company will build influencer partnerships with urban lifestyle and ecological influencers to foster natural audience involvement. The marketing strategy features content-related materials which combine blog entries and video content, and user testimonials, effectively promoting the advantages of small-scale transportation systems and environmentally friendly household practices. Strategic advertisements placed in bike lanes, together with metros and co-working places located in urban areas, form part of the out-of-home advertising campaign. These promotional approaches make subscribers aware of the service benefits while promoting three core values between freedom and eco-friendly living, and simple technological integrations.

5.4. Place

The launch of Uber GreenMove will start with five major cities composed of New York, London, Berlin, Toronto and San Francisco, because these places have dense

populations alongside sophisticated infrastructure and heightened environmental awareness. Users access the Uber mobile application for managing their complete service experience from subscription to service tracking and vehicle delivery functions operated through localised maintenance centres.

5.5. Process

Uber GreenMove arranges its customer pathway as a streamlined and straightforward system:

The complete subscription management operates from the app, allowing customers to execute simple and adaptable subscription operations.

The company delivers vehicles fully charged and provides an easy-to-understand guide for using the app with its features.

Users require service and maintenance support, which they can access through the app and obtain 24-hour or 48-hour response times for repairs or replacements.

The platform provides customers with effortless subscription management tools, including subscription pauses and upgrades, and cancellations, which increases satisfaction across all user loyalty points.

Users will develop long-term loyalty while having positive experiences when they encounter an easy process that meets their needs.

5.6. People

The perception of a brand depends on the people who interact with the Greenmove experience.

The customer support team provides 24/7 assistance for onboarding through application in-app chat alongside telephone and email support for issue and reaction handling.

The trained local maintenance personnel guarantee vehicle safety, along with reliability and cleanliness.

Customers who drive for Uber and eat with Uber constitute the Brand Advocate program, which will informally promote the impacted Greenmove vehicles. All Uber employees, together with its partners, will receive training to embody Uber's brand core values that include innovation, security, customer passion and environment-consciousness.

5.7. Physical Evidence

Through its tangible components, Uber GreenMove provides trust to consumers as a service-based platform.

The branded vehicles consist of stylish and well-kept bikes and scooters, which display Uber's modern and eco-friendly brand identity.

Welcome Kits come with essential items such as safety tips along with a USB charger, and branded helmet, and promotional materials.

- App Interface: A dedicated section within the Uber app offering a smooth, premium experience for GreenMove subscribers.

High-traffic urban zones will host Community Hubs that enable local GreenMove subscribers to try rides and experience promotions as well as access customer support.

The physical interfaces work together to strengthen the Uber GreenMove brand recognition within customers' minds.

6. Conclusion

The strategic extension of Uber GreenMove fits perfectly with the company's mission to transform urban transport systems. Uber leverages the demand for sustainable, flexible transportation by providing personalised electric micro-mobility solutions as subscriptions to its customers. Multiple needs-differentiated customers who desire modern, sustainable options beyond public transit can find their solution through this service.

A segmentation analysis shows that Uber GreenMove has positive prospects to serve customers ranging from college students to young professionals who care about comfort and budget-friendly, sustainable choices. GreenMove appeals to this market through its innovative approach and smooth functioning because users value these characteristics. GreenMove offers customers distinctive services compared to random rent options, which establishes Uber's leadership position as the industry leader for sustainable city mobility.

Uber applies its technology foundation with app connectivity and brand precedence through the marketing mix design to create successful market entry and sustainable growth. The subscription service leads to enhanced convenience, but service excellence builds customer loyalty.

The urban sustainability benefits of Uber GreenMove stem from its ability to minimise traffic congestion, along with reducing carbon emissions during city travel. GreenMove serves as a primary vehicle for creating environmental sustainability in urban areas by providing advanced clean transportation.

The introduction of Uber GreenMove places the company at the forefront of urban transport evolution as it cements its status as the industry leader in smart, sustainable transportation systems and creates advantages for future growth in urban sustainability developments.

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