

Market segmentation SPAD segments its market based on the following criteria: 1.* Behavior: Farmers seeking to reduce energy costs and improve farming efficiency.Demographic Segmentation: * Small and medium farmers: Focus on increasing efficiency and crop productivity using affordable technology.Psychographic Segmentation: * Environmentally conscious farmers and organizations that emphasize sustainable agricultural practices.Behavioral Segmentation: * Innovators and early adopters: .Farmers and organizations interested in adopting new technologies.2.3.4