

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.