



Exploring the Use of Technological Innovations in Farms: A Case of South Africa

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Abstract

Farms play a crucial role in providing food security in South Africa. These farms are faced with challenges such as stock theft and armed robberies. This paper aimed to explore the use of technological innovations in farms to overcome these challenges. Qualitative research was adopted to achieve the research objective and in-depth interviews were conducted with farm managers in South Africa. Content analysis was used with the aid of Atlas.ti version 8 to analyse the primary data. The findings uncovered that technological innovation devices such as motion sensors, monitoring surveillance devices and drones are used in farms. Despite the use of these devices, farms are faced with security budget constraints. This paper makes a significant contribution by offering recommendations to key stakeholders, and directions for future research on the topic.

Keywords: content analysis, farm, service innovation, technological innovation