



# Implementing and Acceptance Rates of Digital Food Safety Management Systems in Kenyan Markets: A Qualitative Study

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## Abstract

Digital food safety management systems (FSMS) have emerged as critical tools for improving food safety practices in the food industry. However, their adoption and acceptance rates vary among different regions and contexts. The study employed a qualitative approach involving semi-structured interviews with industry professionals and focus group discussions in selected Kenyan markets. Data analysis was conducted through thematic content analysis. Implementation challenges included technical infrastructure limitations and initial cost barriers, while acceptance varied based on market sector (agricultural vs. commercial) and consumer education levels. Digital FSMS show promise for enhancing food safety in Kenyan markets but require tailored strategies to address identified implementation and acceptance hurdles. Develop a phased roll-out strategy considering market sectors' specific needs, alongside targeted public awareness campaigns to improve consumer acceptance of digital FSMS.

**Keywords:** *African, Qualitative, Anthropology, Methodology, Theory, Culture, Food Security*

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