

## **Abstract**

One use case in which blockchain provides considerable benefits is supply chain traceability. Due to its features, the technology has proven particularly interesting in safety-critical sectors like food. For example, a food product using a blockchain-enabled tracing system could allow customers access to information regarding all phases products go through from the origin until they reach the shelves. Hence, in this thesis, I investigate customer perceptions of the visibility, transparency, and security of such tracing systems in the food industry. The primary research question is: How do customers view the use of blockchain-enabled traceability systems in the food industry? To answer this question, data acquired via a questionnaire from a diverse group of people is used. The survey included 88 valid responses. The participants were approached online through various social media channels. The research has a quantitative design and uses regression analysis and shows the attitudes of final consumers toward the use of blockchain in the food industry.