
Factors Influencing Generation Z's Purchase Intentions

Towards Grab-and-Go Food Products in Algeria

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Abstract:

This study aims to analyze the factors influencing the purchasing intentions of snack products such as chips, juices, packaged cakes, and energy drinks among Generation Z in Algeria. The research focuses on six key factors: lifestyle adaptation, social influence, low price, product availability, product quality, and product design in the context of the Grab-and-Go food industry. Data were collected from 710 participants through electronic surveys distributed via social media and analyzed using statistical methods. The results of the overall variance analysis indicated a value of 63.16%, with social influence emerging as the most significant factor affecting purchasing intentions, followed by other factors. Additionally, the results of multiple regression analysis confirmed a positive relationship between these factors and the purchasing intentions of ready-to-eat foods among this youth demographic.

Keywords: Purchase intention; Factors Influencing Generation Z's; food; Grab-and-Go Food; Social influence.

Jel Classification Codes : L66.

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1. Introduction:

The Globalization and modernization, combined with economic, scientific, and technological advancements, have led to significant improvements in living standards worldwide. However, these developments also bring about a faster-paced life, forcing individuals to balance work, daily responsibilities, and personal time (Bhat et al., 2023, p5). As a result, many people, particularly younger generations, have started seeking convenient and quick food solutions to save time. This is where the concept of Grab And Go Food comes in. The term "junk food" refers to food that is rich in calories, fat, sugar, and salt but lacks substantial nutritional content (Health Direct, 2018, p23). These are easily consumable products like chips, juices, wafers, packaged cakes, and energy drinks, which are widely available, especially in Algeria. The rise of such on-the-go food options has quickly gained popularity due to their ability to meet the growing demand for convenience in an increasingly fast-paced world (Pathak, S., Baral et al, 2024, p3).

In Algeria, the Grab and Go Food concept has established itself as a dominant food trend, particularly among the Gen Z generation. Born between 1997 and 2015, this generation has grown up in a digital environment shaped by the internet, social media, and technological advances, which have strongly influenced their habits, preferences, and purchasing decisions. Gen Z represents a significant portion of the Algerian population and plays a key role in driving food consumption trends, especially when it comes to quick, accessible, and modern food options that fit their active lifestyles.

2. Raising the issue

The Grab and Go Food trend isn't just about speed; it's also about quality, accessibility, and meeting the specific needs of a generation that demands convenience without sacrificing variety. In Algeria, products like chips, energy drinks, juices, and packaged cakes have become staple choices for young consumers, who seek quick, energizing options to fuel their fast-paced lives.

Understanding the desires, needs, and factors that influence Gen Z's purchasing decisions when it comes to Grab And Go Food is crucial for businesses looking to cater to this young, tech-savvy generation (Sapkota and Neupane 2018, p 151). As Gen Z represents a rapidly growing and highly influential consumer base, it is vital for companies to understand what drives their choices. These factors include availability, price, convenience, and how these products align with their fast-paced, digitally connected lifestyles (Matsa & Lakshmi Priyanka, 2024, p3).

Recognizing the urgency of this issue, this study aims, in the first stage, to explore the factors influencing Generation Z's intention to purchase the so-called Grab And Go Food manufactured in Algeria. We believe that understanding these elements is essential for sellers and companies producing this type of food. In the second stage, we synthesize the demand for Grab And Go Food, market trends, and the impact of various factors on the

purchasing decisions of Gen Z. Based on the findings, recommendations will be proposed to help businesses promote consumption and adapt their strategies to better serve the needs of this generation.

3. Determinants of Purchase Intentions Towards Grab-and-Go Food: Theoretical Background

3.1 Purchase intention (PI)

Refers to the cognitive process by which purchasers examine and determine whether to acquire a certain products or service (Aman, Harun and Hussein, 2012, p185). This appraisal is influenced by various elements, including individual preferences, tastes, past experiences, and the perceived attributes of the product, such as quality, price, and brand reputation. The terms purchasing intention may be described as the consumer's preference to buy the product or service (Fandos, C., & Flavián, C. 2006, p251), then the customer will purchase the product after evaluation. Due to its vital role in the decisionmaking process, purchase intention has been largely accepted as a key component for understanding, anticipating, and influencing consumer behavior. This acts as an indicator of the probability that a consumer would engage in a purchase, hence acting as a key bridge between product knowledge and the actual buy act. Sustained purchase intention can lead to consistent consumer behavior over time; when buyers are dedicated to the thought of buying a product, they are more likely to actualize their intents. This dedication can emerge in numerous ways, such as actively seeking information. about the product, by comparing alternatives, and eventually by making a purchase.

3.2 The Lifestyle and Its Influence

The lifestyle represents a set of behaviors and consumption patterns that show how individuals choose to spend their time, money, and energy on different activities (Krishnan, 2011, p287). It is molded by social and economic variables, and each person's lifestyle is distinctive, expressing their individuality in society. Sociocultural elements such as social class, family dynamics, as well as psychological traits like personality and values, play a vital part in defining lifestyle. Lifestyle has become a key idea in marketing, allowing organizations to segment the market by combining aspects such as personality, beliefs, and attitudes, income, age, and many demographic information. Psychographic research is used to assess and analyze consumers' lives, allowing marketers to customize their campaigns to niche clients and influence eating patterns. Traditionally, it was housewives, mainly moms, who were responsible for cooking meals. However, with the rising entry of housewives into the employment, home cooking has dropped, and many choose to consume fast and processed foods due to the lack of time. This change in eating patterns can lead to health concerns such as obesity (Bhatoolaul et al., 2024, p531).

3.3 Social influence (SI)

Social influence (SI) refers to the process by which individuals modify their attitudes and behaviors to align with the expectations and behaviors of others (Chen,2022, p359), including individuals, groups, mass

media, and commercial marketing. It involves the ways in which external variables such as the attitudes and behaviors of peers, family, and social networks shape individuals' thoughts, beliefs, and ultimately, their consumption habits. Studies highlight that young Algerians have become heavy consumers of junk food, and social media platforms have significantly altered consumer behavior, particularly in the context of quick and easy meal alternatives like Grab-and-Go products.

Social media serves not only as a communication tool but also as a powerful marketing platform where companies interact with consumers through targeted advertisements, influencer endorsements, and user-generated content. Platforms such as Instagram, TikTok (Appel et al., 2020, p82), and Facebook have proven essential in shifting consumer attitudes by showcasing visually appealing, ready-to-eat foods that fit into fast-paced lifestyles. The visual and interactive nature of these platforms helps marketers emphasize the convenience, health benefits, and trendy features of Grab-and-Go products, fostering a positive attitude towards their consumption.

Furthermore, social media facilitates peer-to-peer influence, where consumers are more likely to trust recommendations from influencers or friends over traditional advertising. This behavior, commonly referred to as electronic word-of-mouth (eWOM), can dramatically influence purchase intentions. For example, when popular influencers endorse a new Grab-and-Go product (Putri, 2022, p15), their followers may perceive it as more desirable or healthier, leading to increased purchasing behavior. Additionally, the immediacy and accessibility of social media allow consumers to quickly discover new products, read reviews, and make purchasing decisions in real-time.

3.4 The Low Price

The price strategy has a vital impact in consumer purchasing decisions, particularly in the context of Grab-and-Go products (Ghosh et al., 2016; Henryks et al., 2014, p128). These products, which are designed for convenience, quick consumption, and easy accessibility, are often priced at a reasonable level to appeal to a wide variety of consumers. The influence of cheap price on the purchase intention of Grab-and-Go products can be linked to numerous psychological and economic elements that govern consumer behavior. First and foremost, a low price is typically viewed as a statement of value for money, especially in the fast-food or convenience food sector. When consumers are searching for quick, easy, and economical meal options, a lower price point makes Grab-and-Go goods more enticing. The price becomes a crucial aspect in the decision-making process, as consumers strive to optimize their satisfaction without spending too much time or money. In this setting, consumers are more likely to regard these products as cost-effective solutions that match their busy lifestyles.

From a psychological perspective, the concept of price-quality inference argues that buyers commonly form judgments about the quality of a product depending on its price (Mukherjee & Pandelaere, 2023, p143). A

low price may sometimes be linked with lower quality, however in the case of Grab-and-Go products, this notion may not always hold true. Consumers tend to regard these products as economical yet sufficient in quality to suit their urgent needs. In this approach, the low price does not necessarily signify poor quality but rather a practical solution that fits both the consumer's need for convenience and their economic limits.

Furthermore, marketing efforts that emphasize the low price of Grab-and-Go products can dramatically affect consumer behavior. Promotional campaigns, discounts, and limited-time offers can create a sense of urgency and improve the perceived value of the product (Sektianingsih&Febriarhamadini, 2024, p10). When consumers are aware of special offers or cheaper pricing, they are more likely to act on their intention to purchase. This, in turn, leads to a larger purchase intention, particularly among price-sensitive consumers who value affordability over brand loyalty or product variety.

3 5.Product design (PD):

Product design (PD) involves the meticulous creation of comprehensive product descriptions tailored to customer requirements (Sarkaret al 2019, p515). These small, inexpensive products often target young consumers with habits in high demand in a rapidly growing market for Grab-and-Go products. These products are generally designed for convenience, portability, and quick consumption, targeting consumers with busy lifestyles who need quick and easy meal or snack solutions (Zhang et al 2020, p496). The design of these products is not limited to their aesthetic appeal but also includes practical features that enhance the user experience. Factors such as packaging, size, shape, and ease of use all influence consumers' purchasing decisions for Grab-and-Go products. First, the packaging of a product is often the first point of contact between the consumer and the product. For Grab-and-Go products, packaging that is easy to open, carry, and dispose of (Shukla, Singh, & Wang, 2022). Young Algerian consumers are increasingly looking for products that fit seamlessly into their busy schedules (Haase et al;2020 p 480). A lightweight, durable, and portable packaging ensures that the product can be consumed quickly and without hassle. This, in turn, positively influences the purchase intention, as consumers prioritize practicality and convenience. Moreover, packaging that effectively communicates the brand's identity and the product's benefits can create a sense of trust and familiarity, thereby increasing the likelihood of purchase. Second The design of Grab-and-Go products also plays a significant role in consumer decision making (Marcon et al 2022, p83).

In a crowded retail environment, products that stand out on shelves or in online listings are more likely to attract consumers' attention. Bright colors, modern fonts, and visually appealing images can create a sense of freshness, health, and trendiness, which aligns with the preferences of consumers looking for quick and nutritious meal options. The aesthetic appeal of a product can evoke positive emotions and influence consumers' perceptions of its quality and desirability (Sarkar,2019, p516). Another important aspect of product design is the

size and portioning of Grab-and-Go items. Consumers are often attracted to products that offer a convenient portion size without excess. Products designed to offer a quick and satisfying snack or meal without being too bulky or wasteful cater to the growing trend of mindful eating. Moreover, portion-controlled designs make it easier for consumers to track their food intake, especially those who are not health-conscious or do not follow any specific diet (Van Ooijen et al., 2017, p77). For example, foods that are easy to eat with one hand, or that do not require utensils or additional preparation, are particularly appealing. Grab-and-Go products designed with these practical features make it easier for consumers to integrate them into their daily lives.

3.6 convenience:

Attitude refers to an individual's evaluation of behavior and the world (Bohara et al., 2021, p. 5), where, with time often being limited, consumers increasingly prioritize convenience in their purchasing decisions, especially for food products. Grab-and-Go products. These products are specifically designed to meet the needs of consumers looking for quick, easy, and portable food options that align with their fast-paced and on-the-go lifestyle. As a result, convenience has become a key driver of consumers' purchasing intentions for Grab-and-Go products, as it directly addresses their need for efficiency, accessibility, and speed. The notion of convenience can be understood through several aspects, including ease of access, ease of use, and the time savings these products offer. Grab-and-Go products are designed to be consumed with minimal preparation or effort, offering an immediate solution to consumers who need a snack or a quick meal. This ease of access is one of the main reasons why consumers are attracted to these products. They are easily available in kiosks, small local shops, convenience stores, vending machines, and even on online platforms, making them accessible to a wide range of consumers. The portability of Grab-and-Go products is another important factor that contributes to their convenience (Irawan &Albari, 2023, p516).

3.7The quality of food

The quality of food is a crucial variable that determines purchasing intention in the agri-food business. Food quality is described as the quality features of food acknowledged by consumers, including external factors such as look, flavor, and texture. It has been reported that food quality possesses a range of features that can be bundled into a single variable (Fandos, C., & Flavián, C. 2006, p210).

These features are the diversity of supplies, the design and recipe, the level of sugar, salt, and water, the presentation of the food (packaging), food safety, the freshness of the food, etc. Given that food quality is one of the essential elements to trigger purchase intention (Van Ooijen et al., 2017; p35), it is advised for food marketing specialists, particularly distributors, to respect the cold chain and the manufacturer's guidelines, ensure attractive packaging, taste quality, variety, and appropriate freshness and flavor for their customers. The food supply chain must be efficient to achieve a good flow of food quality. The preparation and processing of

food must be monitored so that the product standard can fulfill customer satisfaction while keeping their long-term values. The following hypotheses are proposed:

3.8 Key consumption traits of Generation Z in Algeria:

Generation Z (Gen Z) refers to the group of individuals born between 1997 and 2012/2015 (some sources suggest that Gen Z starts as early as 1995). In addition to "Gen Z," this generation, which grew up in the second decade of the 21st century, is also known by various other names, including iGen, Centennials, Gen Tech, iGeneration, Gen Y-F, Zoomers, and Post-Millennials.

For many, the concept of "Generation Z" remains somewhat unfamiliar, as terms like "youth" or "new generation" are more commonly used. However, Gen Z stands out significantly from previous generations, possessing unique and defining characteristics. Experience, engagement, exploration, and innovative thinking are likely the most commonly cited traits when discussing this generation, the first to be born and raised entirely in the digital age. While earlier generations sought stability and adhered to conventional paths in their education or career choices, most members of Gen Z view challenges as opportunities for personal growth. They are open to trying new things, taking risks, and leading lives that are rich in diversity and experiences.

Another area where Gen Z is making its mark and building a foundation for the future is improving foreign language proficiency a notable gap among Generation X (1965-1979) and Generation Y (1980–1994) (First Insight, 2020, p20). In Algeria, Generation Z can be divided into two main groups: those who have entered the workforce and those who are still largely dependent on their parents. Despite representing just over 18% of the population in Algeria people born between 1996 and 2006 represent only about 15%. Gen Z exerts a major influence on contemporary social life. Thus, it can

be stated that Generation Z in Algeria exhibits distinct consumption habits, heavily influenced by their immersion in the digital world and an increased awareness of social and environmental issues.

3.9 Key Purchasing Habits of Generation Z in Algeria:

An Analysis of the Grab And Go Food Trend:

- **Preference for online shopping:** Growing up with the internet, this generation prefers online shopping for its convenience and speed. E-commerce platforms and mobile apps are frequently used to purchase a wide range of products, from clothing to electronics.
- **Influence of social media:** social media plays a central role in their purchasing decisions. They rely on online reviews, influencer recommendations, and viral trends to guide their choices. Platforms like Instagram, TikTok, and YouTube are particularly influential.

- **Commitment to sustainability:** Conscious of environmental issues, members of Algerian Generation Z show a preference for eco-friendly and ethical products. They tend to support brands that adopt sustainable and transparent practices.
- **Value for authenticity and transparency:** This generation places high value on authenticity. They expect brands to communicate honestly and transparently and are sensitive to the stories and values that companies promote.
- **Omnichannel shopping experience:** Although they are digital natives, members of Generation Z appreciate a seamless shopping experience that bridges online and physical channels. They expect a harmonious integration of both, with services such as "click and collect" or easy in-store returns.
- **Personalization:** They seek products and services that are tailored to their specific needs. Brands offering customized experiences gain their loyalty.

The grab-and-go food manufacturing sector is rapidly growing worldwide, driven by the increasing demand for convenient and quick meal solutions (Adhikari,2023, p25). These ready-to-eat products, such as sandwiches, salads, pre-cut fruits, snacks, and drinks, are designed to be consumed on the go, catering to individuals living in a fast-paced world where time is a valuable resource. This shift is largely influenced by modern urban lifestyles, where people have less time to prepare meals. Manufacturers must adapt to this demand by offering products that combine convenience, taste, and nutritional value, while also meeting food safety standards. Innovation plays a crucial role in this industry, whether through the integration of new preservation technologies to ensure freshness or the creation of product ranges that cater to consumer preferences (e.g., vegetarian, organic, gluten-free). At the same time, the environmental impact of packaging has become a significant concern, prompting companies to explore eco-friendly alternatives to satisfy an increasingly eco-conscious customer base. Finally, the rise of online platforms and delivery services has made these products more accessible, further fueling their growing popularity.

In Algeria, the agri-food sector is dynamic, with many local companies offering grab-and-go products to meet the needs of consumers seeking convenience. Here is a non-exhaustive list of Algerian groups active in this field:

- **Cevital:** The largest private conglomerate in Algeria, active in various sectors, including agri-food.
- **Groupe Benamor:** Known for its diverse food products, particularly pasta and canned goods.
- **Groupe Ifri:** Specializes in beverages, including mineral waters and juices, with formats suitable for on-the-go consumption.
- **Soummam:** A major player in dairy products, offering yogurt and dairy drinks in individual portions.
- **Bimo:** Renowned for its biscuits and confectionery, offering a variety of ready-to-eat sweet snacks.

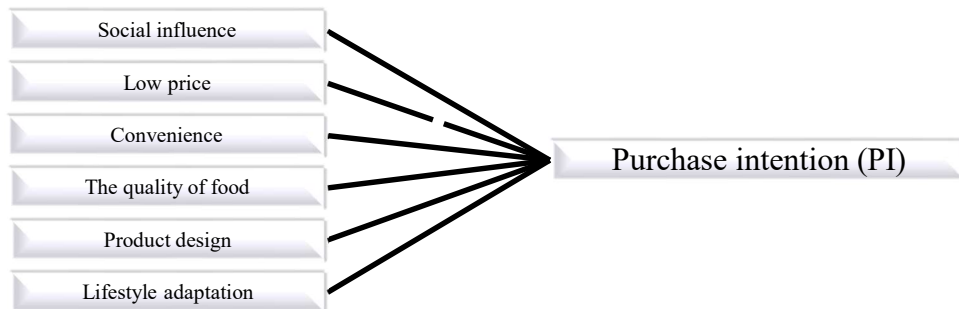
- **LaBelle:** Specializes in bakery and pastry products, offering convenient options for quick consumption.
- **BiscuiterieCherchell:** Producer of biscuits and other bakery products suited for the grab-and-go market.
- **Bifa:** Founded in 2004, Bifa is a key player in the Algerian agri-food industry, specializing in the production of biscuits, sponge cakes, madeleines, wafers, chocolates, confectionery, juices, and mineral water.
- **Numidia:** A company specialized in the production of savory snacks, particularly chips and party biscuits.
- **LaiterieTlemcen:** Offers a range of dairy products, including drinkable yogurts and dairy desserts in individual portions.
- **Faderco:** While primarily known for hygiene products, Faderco has diversified its activities by offering snacks and ready-to-eat food products.
- **NCA Rouiba:** Specializes in fruit juices, offering ready-to-drink beverages in individual formats, ideal for on-the-go consumption.

These companies play a significant role in providing grab-and-go products in Algeria, fulfilling the demands of consumers looking for quick and practical meal options.

4. Model, Theories, and Research Scale

To propose a research model (figure1), the authors overview studies the Factors Influencing Generation Z's Purchase Intentions Towards Grab-and-Go Food Products in Algeria related to Fast food and research on Gen Z as well as consider original theoretical models about behavior, expected behavior. Accordingly, the research

Figure 1: Proposed Research Model



4.1. Research Hypotheses:

- **H1:** Lifestyle adaptation has a positive influence on the purchase intention of Grab-and-Go products.
- **H2:** Social influence has a positive influence on the purchase intention of Grab-and-Go products.
- **H3:** Low price has a positive influence on the purchase intention of Grab-and-Go products.
- **H4:** Product design has a positive influence on the purchase intention of Grab-and-Go products.
- **H5:** Convenience has a positive influence on the purchase intention of Grab-and-Go products.
- **H6:** The quality of food has a positive influence on the purchase intention of Grab-and-Go products.

4.2 Data and Methodology

This study used both qualitative and quantitative research methods, based on an analysis of available information from various social media sources, as well as interviews conducted through questionnaires with young consumers or their parents. According to existing literature, Generation Z generally refers to people born in the late 1990s and early 2000s. In Algeria, Generation Z already represents 18% of the country's population. However, Generation Z influences and will significantly impact all aspects of the national economy. Young people have had a major influence on people of all ages, socioeconomic statuses, and purchasing behaviors. They are considered suitable for purposive sampling to improve the generalizability of the results and provide a realistic description of young consumers and their parents. For most studies, sample sizes greater than 30 but less than 500 are considered appropriate. Thus, the validated sample size obtained in this study is an influential representation of 800 online questionnaires.

Young people (Generation Z) were invited to respond online to questions regarding their consumption habits and preferences for salty snacks (chips, popcorn, cheese crackers, fried snacks, industrial triangle sandwiches, mini-pizzas, and wraps), sweet snacks (donuts, cookies, candies, industrial waffles, sweet cereals), and beverages (sodas like Coca, Pepsi, Fanta, Sprite, energy drinks, sweet fruit juices, and artificially flavored sodas).

This study used non-probability convenience sampling. This approach is based on the characteristics of the survey sample to infer the characteristics of the entire population. This technique allows the researcher to select respondents based on their availability and accessibility, with no obstacles, and obtain the necessary information quickly and efficiently, saving time, costs, and human resources.

5. Data and Methodology:

5.1 Unit of Analysis, Sampling, and Data Collection:

The data had been collected through main sources of social media and google forms from generation Z, who are active users of social media platforms, so Facebook, so Instagram, Telegram and tiktok were implemented to spread the questionnaire Data were collected online using digital forms, and the survey link was shared. On 800 questionnaires distributed, 745 questionnaires were recuperes.35 questionnaires were rejected because of incomplete answers or inconsistent. In the end, 710 questionnaires were chosen for the analysis. Data collection took place between April and May 2024. The data were then analyzed using the Statistical Package for Social Science (SPSS), v 22.

5.2 Descriptive Analysis:

Out of the 710 responses, 55.48% were girls, and 44.52% were boys. Regarding education, 58.25% were university students, 32.44% were school students, and 9.4% were not enrolled in school. Regarding income,

Daily expenses for snacks was as follows: 10% earned less than 50 DA, 28.60% earned between 50 DA and less 100 DA than 50, 33.68% earned between 100 DA and less than 200 DA, 18.44% earned between 200 DA and less than 400 DA, and 9.28% earned 400 DA or more. Preference Choice of salty snacks 75.58 % sweet snacks 88.36% and beverages sodas 95.41%.

5.3 Reliability Analysis

The Cronbach's alpha value for all variables was 0.886, indicating that the 20 questions were excellent. The most reliable independent variable is Low Price (with four questions), as its Cronbach's alpha value of 0.942 is greater than 0.70. Furthermore, the Cronbach's alpha values for the other variables are also above 0.70, as described below: Social Influence (with three questions), The Quality of Food, Product Design (with three questions), Lifestyle Adaptation (with four questions), and Convenience (with five questions.)

The purchase intention factor includes questions with a Cronbach's alpha value of 0.818. Therefore, the purchase intention variable is considered reliable since its Cronbach's alpha exceeds 0.70.

5.4 Exploratory Factor Analysis

Factor analysis is used to assess the scale's validity by refining the research model and hypotheses. The scale ensures validity when the factor loading coefficient is approximately equal to or greater than 0.5. At the same time, the KMO (Kaiser-Meyer-Olkin) coefficient, used to determine the parameters of the factor loadings, should fall within the range [0.5–1], and the Bartlett test checks for statistical significance (Sig. < 0.05).

Table 1: Exploratory Factor Analysis

Factor profile	FactorsLoadings	Cumulative Variance explained (%)
Social influence	14,74	14,74
Low price	12,65	27,39
Convenience	10,25	37,64
The quality of food	9,49	47,13
Product design	8,85	55,98
Lifestyle adaptation	7,18	63,16
Kaiser-Meyer-Olkin measure of sampling adequacy	0,874	
Bartlett's test of sphericity	1860,437	
Sig.	0,000	

Surce: spss result

The appropriateness of data must be confirmed before proceeding with the factor analysis. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the factors is found to be 0.874, exceeding the threshold of 0.5. Meanwhile, Bartlett's Test of Sphericity is 0.000, implying the presence of statistically significant association between variables. All variables are clubbed into 6 factors produced by the principal component factor analysis based on a varimax rotation.

These 6 core factors explain 63.16% of variance (Table 1), slightly more than the 60% requirement for satisfactory construct validity. The 6 core factors are labeled as:

Factor 1: Social influence, Factor 2: Low price, Factor 3: Convenience, Factor 4: The quality of food, Factor 5: Product design and Factor 6: Lifestyle adaptation.

Factor 1 on service social influence for the highest percentage of the total variance explained 14.74 % and thus, is the most influential factor. Sharing snacks in social settings such as schools, high schools, universities, workplaces, outings with friends, or gatherings reinforces positive perceptions and normalizes their excessive consumption. Social norms, established through repeated exposure and social acceptance, create an environment where grab-and-go snacks are perceived as practical and attractive options.

Factor 2 is about **low price** and it constitutes 12,65% of the total variance explained. Price is a vital component in a low-cost strategy in the purchase decision making in the industry food. It has been shown that the food price is one of the key criteria for assessing customer purchase intention in the Price sensitivity plays a crucial role in the Algerian grab-and-go snack market. The affordability of these products makes them accessible to a wide range of consumers, from students and young professionals to low and middle-income families. In a country where economic fluctuations can influence daily purchasing power, low-priced snacks provide an affordable, quick, and convenient food option for busy lifestyles.

Factor 3 tailors for 10,25 % of the variance. **Convenience** is one of the primary drivers of grab-and-go snack consumption in Algeria. Busy urban lifestyles, longer commuting times, and the increasing participation of women in the workforce have contributed to a growing demand for quick, portable, and ready-to-eat foods. Grab-and-go snacks cater to this demand by offering immediate satisfaction without the need for preparation or cooking. However, the convenience factor often comes at a cost, as many of these readily available snacks fall into the category of "junk food." These products are typically high in calories, sugar, salt, and unhealthy fats, but low in essential nutrients like fiber, vitamins, and minerals. Popular examples include chips, sugary beverages, candy bars, and processed baked goods, all of which are widely available across Algerian supermarkets, kiosks, and street vendors.

Factor 4 on the quality of food total variance explained, 9,49% and thus, is also influential factor. The quality of food acquires its ground for all business over the year. The quality of grab-and-go food in Algeria has become a critical factor influencing consumer preferences and brand loyalty. As the market expands, consumers are increasingly discerning, seeking products that not only offer convenience but also deliver superior taste, nutritional value, and safe packaging.

Factor 5, related to **product design**, positively influences purchase intention, explaining 8.85% of the variance. Practical aspects of product design, such as easy-to-carry packaging, resealable lids, and portion-

controlled sizes, enhance the functionality of grab-and-go snacks, making them suitable for school lunches, work breaks, and on-the-go consumption.

A total of variance explained and thus 7,18% of the variability is contributed by Factor 6 : on **Lifestyle adaptation**. young Algerians are increasingly balancing traditional cultural values with modern global influences. While traditional meals remain important in family settings, the incorporation of grab-and-go snacks into daily life signifies an openness to global food trends. This blending of traditional and modern practices highlights the evolving nature of Algerian youth culture, where convenience and cultural identity coexist. Social media has played a pivotal role in shaping these lifestyle adaptations. Platforms like Instagram and TikTok not only showcase food trends but also influence how young Algerians perceive convenience foods as part of a modern, dynamic lifestyle. The rise of "snack culture "where quick, portable foods are integrated into daily routines reflects a departure from traditional meal structures, emphasizing flexibility and adaptability.

5.5 Multiple Regression Analysis

In the Statistical Package for the Social Sciences (SPSS), multiple correlation is an analysis measure used to predict the value of variables and identify the best predictions. First, it can be observed in Table 5 that the R value is 0.914, which, as shown in Table 3, is higher than the expected value of 0.7. This indicates a good level of predictive relationship between the independent and dependent variables (Table 4) shows that the p-value of the tested data is 0.000 (Sig), indicating that the result is less than 0.0005. Moreover, it is also evident that the overall regression is significant; therefore, the regression model is considered a good fit for the data. Table4 illustrates the results of multiple regressions for the six proposed hypotheses. As can be seen, all p-values are below 0.05, indicating that H1, H2, H3, H4, H5, and H6 are confirmed.

Table 3. Correlation Analysis.

ModelSummaryb			
R	R Square	AdjustedRSquare	Std.ErroroftheEstimate
,914 ^a	,836	,835	,27089

Source: spss result

Table 4: Table 4 illustrates the results of multiple regressions

Model		B	Std.Error	Beta	t	
1	(Constant)	3,388	,612		403,687	
	Social influence	,300	,007	,450	35,757	p<0.05
	Low price	,276	,058	,414	32,908	p<0.05
	Convenience	,227	,041	,341	27,088	p<0.05
	The quality of food	,250	,031	,375	29,798	p<0.05
	Product design	,166	,016	,248	19,741	p<0.05
	Lifestyle adaptation	,253	,025	,379	30,109	p<0.05

Source: spss result

The results presented in Table 4 show that social influence is the most significant factor of purchase intention, followed by Low price, price, and Convenience, the quality of food, Product design, Lifestyle adaptation, the latter having the least influence on purchase intention among Generation Z students in the grab-and-go industry in Algeria. The following section will discuss the results of the present study in more detail.

6. Discussion

The results presented in Table 5 show that there is a positive relationship between the six independent variables (social influence, low price, convenience, food quality, product design, and style adaptation) and purchase intention. The result of Hypothesis 1 revealed that there is a positive relationship between social influence and purchase intention among Generation Z youth in Algeria. Table 4 shows that Hypothesis 1 is supported and that the relationship between Social influence and purchase intention is at a significant level with a value of $b = 0.544$. In other words, there is a positive relationship between the two variables, with each unit of social influence increasing the purchase intention by 0.300. Consumers tend to be more concerned about social media trends. In this regard, the analysis of the results revealed that past consumers were not aware of the importance of a healthy diet and nutrition plan due to their low level of nutritional education.

Table5: Summary of analysis.

Hypothesis	Description	p-Value	Result
H1	Lifestyle adaptation has a positive influence on the purchase intention of Grab-and-Go products	$p < 0.05$	Supported
H2	Social influence has a positive influence on the purchase intention of Grab-and-Go products.	$p < 0.05$	Supported
H3	Low price has a positive influence on the purchase intention of Grab-and-Go products.	$p < 0.05$	Supported
H4	Product design has a positive influence on the purchase intention of Grab-and-Go products.	$p < 0.05$	Supported
H5	Convenience has a positive influence on the purchase intention of Grab-and-Go products.	$p < 0.05$	Supported
H6	The quality of food has a positive influence on the purchase intention of Grab-and-Go products.	$p < 0.05$	Supported

Source: spss result

Apart from that, it can be indicated that the quality of food has a significant relationship with the purchase intention among those with a value of $b=0.25$ from Hypothesis 4. Hypothesis 2 shows a significant relationship between low price and purchase intention because the p-value for this hypothesis is less than 0.05 (p-value = 0.000 and b-value = 0.276). Thus, this indicates that Generation Z in Algeria tends to pay more attention to price when consuming grab-and-go, which can be explained by low income and low purchasing power, as the majority are either students or unemployed.

There is a positive relationship between the variables (convenience, product design, lifestyle adaptation) expressed by hypotheses H3, H5, and H6 and the purchase intention because the p-value for these hypotheses is greater than 0.05 (value $b = 0.227$, $b = 0.166$, $b = 0.253$). These three variables explain that the tastes are available and widespread in all cities and that all young Algerians of this generation consume and demand more and more, reflecting their different lifestyles.

7. Conclusions

The consumption of grab-and-go snacks in Algeria has experienced a significant increase in recent years. This surge is not only attributable to agro-food industrialization and evolving lifestyles but is also strongly influenced by social dynamics and digital media. Social media platforms such as Instagram, TikTok, and Facebook have become central to promoting these products. Visual content, including aesthetic packaging, creative product presentations, and captivating marketing campaigns, is widely shared on these networks. Hashtags, viral challenges, and user-generated content further amplify product visibility, making grab-and-go snacks both trendy and desirable. This constant exposure drives purchasing decisions, often leading to impulsive buys fueled by the fear of missing out. Micro-influencers play a pivotal role in this landscape. Their targeted audiences and authentic endorsements lend credibility to grab-and-go snacks, encouraging their followers to view these products as practical, modern, and in tune with their lifestyles. These influencers bridge the gap between traditional advertising and personal experience, creating a sense of trust and relatability that significantly impacts consumer behavior. Modern advertising strategies in Algeria further bolster this trend through the use of data analytics and targeted marketing. Personalized ads ensure that promotions reach consumers who are most likely to make a purchase. Psychological triggers, such as the scarcity effect.

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