

Marketing Mix Strategies and Consumer Buying Behaviour in Afghanistan's Non-Alcoholic Beverage Industry: Evidence from Kabul

Faridullah Habibi^{1*}, Waheedullah Hemat² and Ezatullah Zaheer³

¹MBA Program, Economics Faculty, Kabul University, Kabul, Afghanistan

²Department of Finance and Banking, Faculty of Economic, Kabul University, Kabul, Afghanistan

³Assistant Professor, MBA Department, Faculty of Economics, Salaam University, Kabul, Afghanistan

*Corresponding author Email: FaridallahHABIBI@gmail.com

DOI: 10.64505/tijss/v02issue01/0031

Article Info:

Received:

28/06/ 2026

Revised:

01/07 / 2026

Accepted:

05 /07 2026

Published:

16/08 / 2026

ABSTRACT

The aim of this study is to analyze the effect of marketing mix elements (Product, Price, Place and Promotion) on the customer buying behavior in the non-alcoholic beverage market of Afghanistan with special reference to consumers of Kabul city. Research on the effect of marketing mix in developed and developing economies exists, but there is very little evidence in Afghanistan. In order to fill the gap, this study relies on empirical evidence from the beverage industry in Afghanistan. The quantitative research design was used. A structured questionnaire was used to collect the data from 375 consumers in Kabul city and analyzed by SPSS and AMOS. The testing of reliability and validity of the measurement model was done using Confirmatory Factor Analysis (CFA) while the testing of the hypothesized relationship was conducted with Structural Equation Modeling (SEM). The overall measurement model had good reliability, validity, and model fit. The structural model accounted for 64% of the variance in consumer purchase behavior. Findings reveal that Product ($\beta = 0.318$, $p < 0.001$), Price ($\beta = 0.318$, $p < 0.001$), and Promotion ($\beta = 0.161$, $p = 0.006$) significantly influence consumer buying behavior. However, place ($\beta = 0.102$, $p = 0.075$) does not show a statistically significant impact. This study is a valuable addition to the marketing literature as it is one of the earliest studies to apply SEM to consumer buying behavior in Afghanistan using the marketing mix as a basis for analysis. It provides useful practical information for beverage companies, marketing managers, and policymakers interested in enhancing consumer participation and competition.

KEYWORDS: Afghanistan, Beverage Industry, Consumer Buying Behavior, Marketing Mix Strategies, 4Ps, Structural Equation Modeling (SEM)

1. INTRODUCTION

Knowing consumer buying behavior is essential for anyone in the research business or anyone in business today. The technological developments, globalization, and digital transformation have transformed the way companies communicate with consumers, as well as how they are looking for and assessing products (Weder & Kanban, 2016). Consumers are now surrounded by many choices for the same product, comparing prices, looking for information on the internet and considering product features before buying (Lemon & Verhoeff, 2016). Along with rational assessment, consumer behavior is also shaped by psychological and emotional aspects; consumer decisions may be subconscious and may involve bounded rationality (Kahneman, 2011). The developments underscore the significance of effective marketing strategies in influencing consumer buying behavior. The rise of digital technologies has also opened up new opportunities to enhance communication, stakeholder engagement, and market activities for organizations in Afghanistan (Zaheer & Sadiq, 2024).

Rafiq & Ahmad, (1995) asserted that the marketing mix framework (4Ps) is among the well-documented frameworks that are used to explore the effectiveness of marketing and consumer behavior (Product, Price, Place, Promotion). Consumers' perceptions and purchasing decisions may be affected by a range of product-related factors including quality, variety, branding, packaging and innovation (Underwood, 2003). For the beverage industry, these are especially significant because consumers might compare the taste, quality, packaging, brand reputation, and/or variety when choosing a beverage. Likewise, price policies affect the perception of consumers regarding their pricing sensitivity, fairness, and value, especially in the case of price-sensitive consumers who can compare prices of different sellers (Xia et al., 2004). Place is the availability, accessibility and convenience of the product. The greater adoption of digital platforms, online ordering and delivery systems can also enhance product availability and convenience for the consumer. Promotion, on the other hand, affects consumers' awareness and attitudes, and could also affect their purchase intentions, by using advertising, social media, digital marketing, and other marketing communication (Percy, 2008; Kaplan & Haenlein, 2010).

These technological and digital changes are especially relevant for the 4Ps as digitalization has disrupted the product development, pricing, distribution and promotion processes of beverage companies. Digital platforms help firms gather customer feedback, disseminate product information, gain insight into consumer preferences, and market products via social media. Likewise, digital channels can be used to

compare prices, make online purchases, send products to consumers, and communicate directly with consumers. Digital technologies can therefore influence the perception of the product, price, availability and promotions, and ultimately the buying behavior of consumers.

The beverage industry is one of the important and dynamic consumer markets in Afghanistan and in urban centers like Kabul, Afghans are available with a variety of non-alcoholic beverages, both locally produced and imported. The market is becoming a very competitive one, and beverage companies are trying to gain consumer interest in offering diversity in their products, competitive prices, increased distribution and promotional offers. Meanwhile, changes in consumer preferences, rising consumers' health awareness, urbanization, and the greater adoption of digital and social media channels are impacting consumer information sources and buying decisions around beverage products. However, there is limited empirical evidence that provides insights into the impact of marketing mix strategies on consumer purchasing behavior in the non-alcoholic beverage industry in Afghanistan.

The Afghan marketing environment is also faced with problems of the economic and infrastructural environment which may have a negative impact on the success of marketing strategy. The relative importance of the 4Ps may vary due to variability in consumers' buying power, product availability at different locations, distribution restrictions, and the evolution of digital media consumption. For instance, if one has limited purchasing power, price may be a key factor, and if the availability and distribution of the product vary by location, then this can also play a part in the purchase decision. Likewise, as people engage more on social media, these platforms offer beverage companies more avenues to connect with customers and market their products directly. Thus, a study of the 4Ps in the context of Afghanistan can give a better insight into consumer purchase behavior.

A few studies have been conducted in developed and emerging countries to explore the link between marketing mix and consumer behavior, but in the context of Afghanistan, this evidence is limited. Lack of empirical studies from a complete statistical model to explore the effect of Product, Price, Place and Promotion on consumer buying behavior in the non-alcoholic beverage industry in Afghanistan. Thus, this study tries to fill this research gap by providing empirical evidence from consumers in Kabul City. The study helps the current marketing literature, and gives an insight to beverage companies, marketing managers, and policymakers to enhance consumer involvement and competitiveness in the market in

Afghanistan through the analysis of the impact of the four marketing mix elements on consumer buying behavior.

1.1 Research Problem

The linkage between marketing strategies and consumer buying behavior has been well researched in the marketing literature. The empirical evidence with regard to the individual effect of the four marketing mix elements (Product, Price, Place and Promotion) on consumer buying behavior is rather limited in developing and emerging markets, especially in the beverage industry. Most existing research has been conducted in developed nations, where consumer preferences, market structures, purchasing power, and technological environments could be quite different than in developing nations. These contextual differences indicate that the results of an established market may not be directly applicable to the Afghan market (Craig & Douglas, 2006).

The literature on the impact of marketing mix strategies on the purchase intention of non-alcoholic beverages in Afghanistan is limited. The market for beverages is becoming more competitive and consumers' tastes are shifting, but there is little academic research available about which elements of the marketing mix are most important to influence consumers' purchase decisions. This essentially gives birth to a research gap specific to the Afghan market, which must be explored through empirical research.

In this work, we make three complementary contributions to address this gap. It proposes to extend the use of the marketing mix framework and to study how the marketing mix variables relate to consumer buying behavior in the context of the non-alcoholic beverage industry in Afghanistan. This will give evidence that is specific to the area to be able to be used in conjunction with evidence that comes from other emerging and developed markets. In terms of method, the study uses quantitative research design with the approach of Structural Equation Modeling (SEM), so the four dimensions of the marketing mix can be measured at once to see how the dimensions effect the consumer's buying behavior. Although the study does not claim to be the first study without systematic evidence of previous research, the study's contribution is presented with some modesty, by offering empirical evidence through the lens of SEM from a relatively less researched context in Afghanistan, which is the context of the beverage sector. In practice, these results can be used to guide beverage companies and marketing managers on which types of marketing mix elements

to focus their efforts more intently on, and to make better-informed decisions on product, pricing, distribution and promotion strategies.

Therefore, the research problem in this study is the lack of empirical evidence to explain the effect of the four marketing mix strategies on the purchase behavior of consumers in the non-alcoholic beverage industry in Afghanistan in a specific context. This study aims to find evidence to add to the marketing theory, to reinforce the methodological understanding of the relations between the study variables and to give an application in marketing decision-making in the beverage market in Kabul City.

1.2 Research Objectives

This study aims to:

1. To analyze how the product strategy (quality, packaging, healthiness, and innovativeness) is related to consumer buying behavior.
2. To review the relationship between the pricing strategies (affordability and perceived value) and consumer buying behavior.
3. To examine the relationship between place strategies (distribution accessibility and availability) and consumer buying behavior.
4. To assess the correlation between promotional strategies (advertisements and sales promotion) and consumer buying behavior.

1.3 Research Questions

1. Do consumer buying behaviors differ significantly with respect to product strategies (quality, packaging, healthiness and innovation)?
2. Do pricing strategies (affordability and perceived value) have a relationship with consumer buying behaviors?
3. Are place strategies (distribution, accessibility and availability) important to consumer behavior?
4. Do promotional strategies (advertising and sales promotion) significantly affect consumer buying behavior?

1.4 Research Hypothesis

H1: Perceived product strategy is positively associated with consumer buying behaviour.

H2: Perceived price strategy is positively associated with consumer buying behaviour.

H3: Perceived product availability and distribution convenience are positively associated with consumer buying behaviour.

H4: Perceived promotional activities are positively associated with consumer buying behaviour.

1.5 Significance of The Research

In the field of marketing research, this study will be a significant contribution because it will be based on the effectiveness of the marketing mix in the non-alcoholic beverage industry in Afghanistan, which will be done through the method of Structural Equation Modeling (SEM). Theoretically, the study extends the marketing mix theory to the context of Afghanistan and gives empirical evidence of the relationships between the elements of the marketing mix and the outcomes of the consumer in a comparatively under researched context.

Methodologically, the study provides evidence of the suitability of SEM in analyzing the relationships between several marketing constructs in the non-alcoholic beverage industry in Afghanistan. By using SEM, the study is able to evaluate these relationships simultaneously, and offers a structured method to evaluate the proposed research model. This study has provided evidence from an Afghanistan market context which has been under researched so far as using SEM in marketing is concerned.

From a practical perspective, the results can be helpful to companies in the beverage industry, marketing managers, and small and medium-sized enterprises (SMEs) with the aim of optimizing product, pricing, distribution and promotion strategies. The findings can help these stakeholders to create more consumer-focused and competitive beverage marketing strategies for the Afghan beverage market.

Lastly, the study gives a foundation for future research on the effectiveness of the marketing mix in Afghanistan. These relationships could be explored in subsequent research for extended time periods, with more variables, and over a wider geographic area and consumer base throughout the nation.

2. LITERATURE REVIEW

2.1 Marketing Mix (4Ps)

The 4Ps Product, Price, Place and Promotion are well known as basic marketing mix components and effective factors for consumers' behavior understanding (Kotler & Keller, 2016). These factors may influence consumers' perception, attitude and behavior towards products and brands and therefore may be linked to consumers' buying behavior. But there have been inconclusive empirical findings concerning the relative impact of individual marketing mix variables in various industries and market situations.

For instance, a study was carried out in Sentra-Snack stores revealed that there is a significant association between the product and the customer's purchase decision, while there is no significant association between place and promotion and customer purchase decision. Similarly, a study on paint products also found a significant relationship between product and price and place on customer decisions, whereas promotion was not significant (Ramadhan & Secapramana, 2020). Unlike that, another study in the food and beverage restaurant industry in Kenya revealed that all four marketing mix elements had a positive influence on customer loyalty and customer satisfaction (Amadi, 2020). Moreover, other studies found that there are significant relationships between marketing mix elements and consumer behavior (Abdullah et al., 2023; Mushtaq & Salar, 2022; Riyadi & Rangkuti, 2016; Sirajuddin et al., 2023; Sitorus et al., 2023).

The differences could be due to differences in the characteristics of industries, types of products, consumer tastes, competitive conditions, distribution channels, pricing strategies and the market environment. In certain sectors, for example, product attributes or promotional activities will be more relevant than in other sectors, where price might be more relevant as a consideration in consumer products bought frequently. Thus, the impact of the various elements of the marketing mix cannot be taken for granted in different industries and in various market situations.

Previous studies have yielded mixed results, and more research is needed in the context of the specific study. Specifically, there is a lack of empirical evidence concerning the interactions of the marketing mix elements with consumers' buying behavior in the non-alcoholic beverage market in Afghanistan. Their relationships between product, price, place, promotion strategies and consumer buying behavior are thus explored in depth in the present study in this particular context of the market. The study aims to offer empirical evidence that could help to shed light on whether the relationships found in other industries and countries are also found in this relatively unresearched industry, the Afghan non-alcoholic beverage industry.

2.2 Product

Anything that can be offered to a market to satisfy a need or desire is considered a product. Products may include physical goods, experiences, events, people, places, possessions, organizations, information, and ideas (Kotler & Keller, 2016). In the beverage industry, product characteristics are particularly important because consumers evaluate beverages based on multiple attributes when making purchasing decisions.

Product differentiation and innovation can help beverage companies attract consumer attention and respond to changing consumer needs (Haryani et al., 2023).

In this study, product strategy is conceptualized as a multidimensional construct comprising product quality, packaging, taste, healthiness, and innovation. These dimensions are combined because they represent complementary characteristics through which consumers evaluate beverage products. Quality reflects consumers' perceptions of the overall standard and reliability of the beverage; packaging concerns the product's visual presentation and functional characteristics; taste represents sensory evaluation and product acceptability; healthiness reflects consumers' perceptions of the nutritional and health-related characteristics of beverages; and innovation represents the extent to which a product offers new, improved, or differentiated features. Together, these dimensions provide a broader assessment of how consumers perceive the product offering.

Previous research supports the relevance of these product attributes to consumer decision-making. Product quality, packaging, taste, and innovation have been identified as important factors in consumers' evaluations and purchasing decisions (Aniuga & Ogba, 2021; Haryani et al., 2023). Consumers may also compare product quality when considering whether to repurchase a beverage, while growing access to information enables them to evaluate and compare available products more easily (Kotler & Keller, 2016). In addition, health consciousness has become increasingly relevant to beverage choices, with consumers, particularly younger consumers, showing greater interest in healthier beverage options (Hallak et al., 2022).

Accordingly, this study treats quality, packaging, taste, healthiness, and innovation as dimensions of product strategy and examines their combined relationship with consumer buying behavior in Afghanistan's non-alcoholic beverage sector.

2.3 Price

Pricing sometimes refers to affordability, which is a critical aspect of the marketing mix that can either attract or deter consumers, especially in a competitive market like beverages (Kotler & Keller, 2016). Studies indicate that price sensitivity varies among consumers based on word of mouth and perceived value (Lin et al., 2022). According to a study, the brand name of a tea product has the biggest impact on consumers' willingness to pay a high price. Most consumers think that a product with a good brand name always has high-quality features, which suggests that they give the tea brand a lot of thought before making a purchase (Padamali & Fernando, 2016). The sales performance of the current Coca-Cola products was

significantly impacted by the pricing of new items. They advise that in order to prevent cannibalization and intra-distribution channel competition, new product prices should be favorably compared to those of current items. (Kiiru et al., 2017). Another study by (B. J. Ali & Anwar, 2021) confirms that various pricing strategies have a significant positive impact on customer purchasing decisions.

2.4 Place

The word "channel" comes from the word "canal," which in marketing refers to the path that goods traverse as they move from manufacturing to intermediaries and end consumers. (Lancaster & Massingham, 2018). It's important for customers to find a product very easily, according to (Adam et al., 2023) efficient distribution channels satisfy customers and will affect their decisions. Better distribution networks can lead to cost savings and higher services and customer satisfaction (Baramichai, 2012). With digital supply chain, businesses can perform even better in operations like quality, productivity and cost minimization (Saryatmo & Sukhotu, 2021).

2.5 Promotion

One of the four Ps is promotion, but in a more general sense, communications is the appropriate term. This entails informing the target customer about the features or brand awareness of the product (Lancaster & Massingham, 2018). The different types of media for communicating or advertising include the Internet, TV, print media etc... which address different customer and target markets (Ogidi & Adekitan, 2014). According to (Ayanwale et al., 2005), both males and females and different age groups are equally influenced by advertising in their preferences for a brand. In Nigerian food and beverage firms' profitability is strongly correlated with advertising (Abdullahi, 2005). Studies confirm that various promotional tools have a positive effect on consumer behavior (A. Ali & Muhammad, 2021). According to recent data from digital commerce, consumer trust and purchase intent are positively impacted by influencer competence, charisma, and celebrity, highlighting the significance of promotional communication in influencing purchasing behavior (Zaheer et al., 2026).

2.6 Consumer Buying Behavior

Consumer behavior refers to how individuals, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2016). Consumer behavior is influenced by psychological, personal, social, cultural, and economic factors, as well

as environmental factors such as brand reputation and advertising (Lancaster & Massingham, 2018). Understanding consumer buying behavior is particularly important in the beverage industry, where competition among brands requires firms to understand the factors associated with consumers' purchasing decisions.

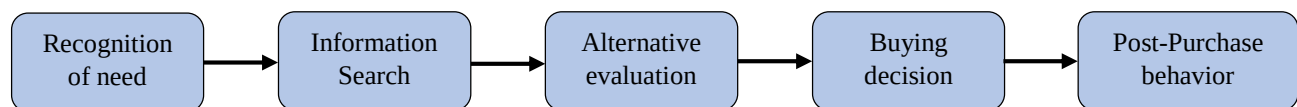
In this study, consumer buying behavior is operationally defined as consumers' reported purchasing behavior toward non-alcoholic beverages, reflecting their tendency to select and purchase beverage products based on their perceptions and evaluations of available alternatives. Thus, the construct focuses specifically on purchasing behavior rather than purchase intention, repurchase intention, consumer preference, or brand choice. This operational definition provides a clear basis for measuring the dependent variable through the study's questionnaire items.

Previous research indicates that marketing strategies and brand-related factors can influence consumers' purchasing decisions (Sudarman & Lailla, 2023). The consumer purchasing decision process generally involves five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). These stages help explain how consumers evaluate products and arrive at purchasing decisions. Consumer trust and satisfaction may also contribute to positive consumer responses toward brands and services (Zaheer et al., 2025).

Accordingly, this study uses consumer buying behavior as the dependent construct and examines its association with perceived product strategy, perceived price strategy, product availability and distribution convenience, and perceived promotional activities in Afghanistan's non-alcoholic beverage sector.

2.7 Theoretical Framework

Figure 1: purchasing decision process



This study draws on two relevant theoretical perspectives on consumer behavior: The Stimulus-Organism-Response (S-O-R) theory (Hochreiter et al., 2023) and Consumer Decision-Making Theory (Engel et al., 1995). Both theories provide useful explanations of how consumers respond to marketing-related stimuli and make purchasing decisions. However, this study adopts Consumer Decision-Making Theory as its

primary theoretical foundation because its focus is specifically on how consumers evaluate product-related information and make purchasing decisions.

Consumer Decision-Making Theory explains consumer purchasing as a process in which individuals recognize their needs, search for information, evaluate available alternatives, make a purchase decision, and assess the outcome of the purchase (Engel et al., 1995). This perspective is directly relevant to the present study because the proposed marketing mix constructs represent important product and market information that consumers may consider when evaluating non-alcoholic beverages.

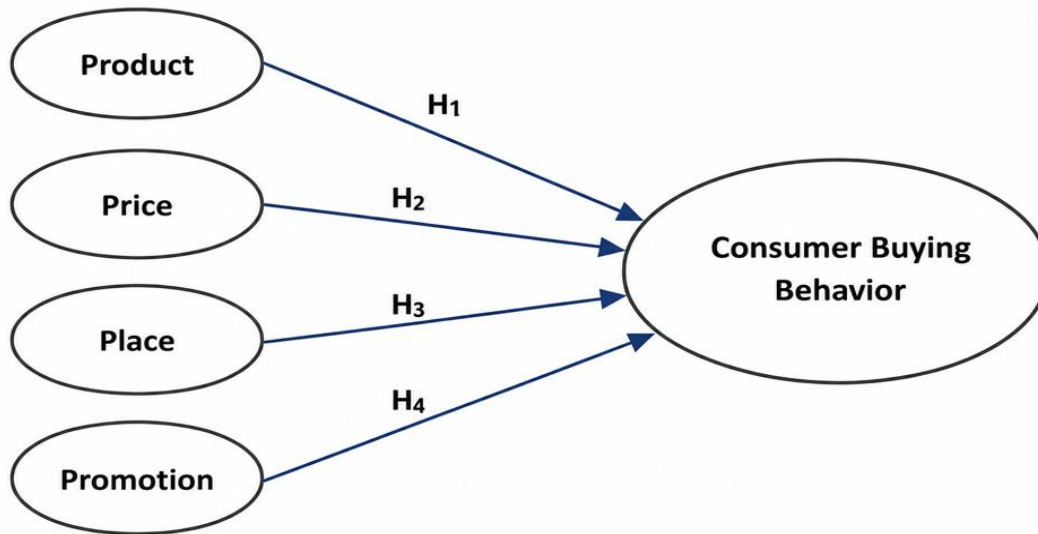
The theory provides a conceptual basis for the proposed hypotheses. Perceived product strategy reflects consumers' evaluation of product-related attributes such as quality, packaging, taste, healthiness, and innovation. Perceived price strategy represents consumers' evaluation of affordability and perceived value. Product availability and distribution convenience reflect the ease with which consumers can access and obtain the product, while perceived promotional activities represent marketing information communicated to consumers through promotional efforts. These factors may form part of the information consumers consider when evaluating alternatives and making purchasing decisions. Therefore, the theory provides a logical basis for examining the associations proposed in H1, H2, H3, and H4 with consumer buying behavior.

Although the S-O-R framework can explain how external marketing stimuli may generate internal psychological responses and subsequently lead to behavioral responses, it is less directly aligned with the specific focus of this study. The present research does not primarily examine consumers' internal psychological states as mediating mechanisms between marketing stimuli and behavior. Instead, it focuses on the relationship between consumers' perceptions of specific marketing mix elements and their buying behavior. Consumer Decision-Making Theory is therefore considered more appropriate because it directly addresses the evaluation of alternatives and purchasing decisions that constitute the central outcome of this study.

Accordingly, Consumer Decision-Making Theory serves as the main theoretical foundation for examining whether perceived product strategy, perceived price strategy, product availability and distribution convenience, and perceived promotional activities are positively associated with consumer buying behavior in Afghanistan's non-alcoholic beverage sector.

2.8 Conceptual Model

Figure 2: Conceptual model



2.9 Research Gap

The relationship between marketing mix strategies and consumer buying behavior has been widely examined across different industries and countries. However, previous studies have reported inconsistent findings regarding the relationships between individual marketing mix elements and consumer buying behavior. For example, some studies have found significant relationships between product and price and consumer decisions, while place and promotion were not significant. Other studies, particularly in food and beverage contexts, have reported positive relationships across all four marketing mix elements. These inconsistencies suggest that the relevance of individual marketing mix elements may vary according to industry characteristics, consumer preferences, competitive conditions, and market context.

Despite the growing body of international research, empirical evidence from Afghanistan remains limited, particularly regarding consumer responses to marketing mix strategies in the non-alcoholic beverage sector. Afghanistan's distinct economic conditions, market structure, distribution environment, and consumer characteristics may produce purchasing patterns that differ from those observed in other countries and industries. Therefore, findings from other market contexts cannot necessarily be generalized to Afghanistan without empirical examination.

A further gap concerns the limited context-specific evidence on the combined relationships between multiple marketing mix dimensions and consumer buying behavior in Afghanistan's non-alcoholic beverage market. While previous studies have examined individual marketing mix elements in different settings, limited research has examined product, price, product availability and distribution convenience, and promotional activities together within this specific sector.

Therefore, the present study addresses both a contextual and empirical gap by examining the associations between perceived marketing mix strategies and consumer buying behavior in Afghanistan's non-alcoholic beverage sector. The use of Structural Equation Modeling (SEM) supports the analysis of the proposed relationships and the measurement of the study constructs. However, the primary contribution of the study lies in providing context-specific empirical evidence on marketing mix and consumer buying behavior in an underresearched Afghan market.

3 METHODOLOGY

3.1 Research Design

The present study was designed using a cross-sectional quantitative survey research method that analyzed the consumers' perception of the marketing mix strategies (4Ps: Product, price, place and promotion) in the beverage industry and its relationship with consumers' purchasing behavior. The study did not investigate the implementation of the 4Ps in practice by beverage companies but rather explored their perceptions and evaluations of the marketing mix strategies. The data were analyzed by descriptive and inferential statistical analysis in order to analyze the consumers' perceptions and examine the relationships between the marketing mix dimensions and the consumers' purchasing behavior.

The data was gathered using the survey method and structured questionnaire. The questionnaire aimed to assess consumers' perception of marketing mix strategies and their effect on buying decisions. Items used for the measurement were adapted/modified from previous studies. The items for products were adapted and modified from Aniuga and Ogba (2021) and Gonu et al. (2022). Items on Price were adapted from Adam et al. (2023) and Arowolo et al. (2025), while Place and Promotion-related items were adapted and modified from Ayesha et al. (2025). The items related to the purchasing behavior of consumers were adapted and modified from Aniuga and Ogba (2021) and Gonu et al. (2022). The ratings for all the items were made on a 5-point Likert scale.

3.2 Population, Sample and Sampling Technique

The target population of this study was non-alcoholic drink consumers in Kabul city, Afghanistan, such as soft drinks, bottled water, juices and energy drinks. All the respondents had to meet the following requirements: they were aged 18 years and more, and living in Kabul, and they had to offer their willingness to participate in the survey voluntarily and without being forced. Those who were not eligible to participate or whose responses were not complete were not included in the analysis.

A non-probability sampling technique, namely, convenience sampling, was used in the study. The data was obtained from an online structured questionnaire using Google forms. A survey link was sent via social media and the researchers' network to consumers who satisfied the eligibility criteria. Eligible consumers were provided an opportunity to participate voluntarily by being sent the survey link through social media and the researchers' network. To minimize duplicate and ineligible responses, the questionnaire included eligibility questions at the beginning of the survey, and respondents who did not meet the eligibility criteria were excluded. Additionally, duplicate and incomplete responses were identified and eliminated from the data set prior to statistical analysis, using Google Forms settings and response screening.

The sample size was calculated using Cochran's formula (Wiliam, 1977) for a large population with a maximum variance of $p = 0.50$, a 95% confidence level and a margin of error of $\pm 5\%$. Using these assumptions, a minimum sample size of 385 respondents was calculated.

3.3 Data Analysis Procedure

IBM SPSS Version 26 and IBM SPSS Amos Version 26 were used to analyze the data. The data analysis procedure in this research consisted of several steps such as data screening, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM).

The data were screened for missing values, the normal distribution, outliers, and multicollinearity. Skewness and kurtosis were used to assess the normality of the data. Multivariate normality was tested using Maria's coefficient and the presence of potential outliers was investigated with the help of Mahalanobis distance. To check for any serious multicollinearity among the variables, the VIF value was calculated, and the results showed no serious multicollinearity. Common method bias was also checked using Harman's single factor test.

Because the measurement items were adapted and modified from previous studies, and applied to a new research context, EFA was used to examine the factor structure of the items. The Kaiser-Meyer-Olkin

(KMO) test and Bartlett's Test of Sphericity were used to estimate the suitability of data for EFA. The factors were extracted using Principal Axis Factoring, and only those factors with eigenvalues of 1 or higher, screen plot and factor loadings of 0.50 or more were retained. The dimensions of the marketing mix were thought to be connected. Therefore, the Promax oblique rotation was used.

The reliability and validity of the measurement model were then examined by utilizing the CFA. After that, it was the EFA. Common fit indices were used to evaluate model fit: χ^2/df , CFI, TLI, RMSEA and SRMR. Cronbach's alpha and Composite Reliability (CR) were used to test reliability, and factor loadings and Average variance extracted (AVE) were used to test the Convergent Validity. The Fornell-Larcker criterion was used to determine the discriminant validity.

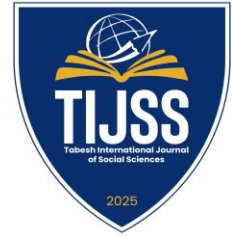
Finally, SEM was used to test the hypothesized relationships among the marketing-mix dimensions and consumer purchasing behavior through the Maximum Likelihood (ML) estimation method. Standardized path coefficients (β), critical ratios (C. R) and p-values were used to determine the significance of the relationship.

This analysis was conducted in two steps: Firstly, the measurement model was tested, and then the structural model was tested. This procedure allowed to confirm the reliability and validity of measures prior to testing the hypothesized relationships.

4. RESULTS AND FINDINGS

4.1 Preliminary Screening

The first part of the quantitative analysis was a close examination of the raw data to meet the criteria for SEM analysis. The study was designed for a sample size of 385 but ended up with 375 complete responses, which is within the limits of Cochran's formula, which is used for large populations. Hair et al. (2010) suggest that at least 10 to 15 observations per variable are being measured. The ratio is approximately 15:1 in this study with 25 indicators, which is an adequate sample size for SEM analysis. Before performing further analysis, the dataset was checked for missing data and outliers. The survey was completed on Google Forms, which includes mandatory response items, so there was no need for imputation. To identify multivariate outliers, the Mahalanobis distance was computed for each case of the 25 variables. With the conservative criterion (Tabachnick & Fidell, 2013), Chi-square ($\alpha = .001$, $df = 25$) = 52.62, was not any case that exceeded this value. The univariate normality was tested by checking the skewness and the kurtosis of variables. The skewness values remained within the confidence limits of ± 3 and the limits for



kurtosis were not exceeded, which indicates that the data conforms to the assumption of normal distribution, as in (Kline, 2015).

4.2 Demographic Analysis

Table 1: Demographic Analysis

Items	Age	Frequency	Percentage	Cumulative (%)
Age	Under 16	0	0%	0%
	17-30 Years	96	26%	26%
	31-45 Years	160	43%	68%
	46-60 Years	112	30%	98%
	60+ Years	7	2%	100%
	Total	375	100%	
Education	High School	103	27%	27%
	Bachelor's Degree	205	55%	82%
	Master's Degree	61	16%	98%
	PhD	6	2%	100%
	Total	375	100%	
Income	Below 10000	44	12%	12%
	10000 - 20000	198	53%	65%
	21000 - 50000	110	29%	94%
	Above 50000	23	6%	100%
	Total	375	100%	

Demographic characteristics of the respondents are summarized in Table 1. In terms of age, the largest group of participants was within the age group of 31 to 45 years old (43%), followed by the 46 to 60 years old (30%) and the 17 to 30 years old (26%). This suggests that a significant percentage of the study's participants were of middle age, and economically active. In terms of education, the majority of respondents had a bachelor's degree (55%), with high school graduates (27%), master's (16%) and PhD (2%) following. Regarding the monthly income, 53% of the respondents reported to earn income between 10,000 and 20,000 Afghanis, and 29% of them said they earn 21,000 to 50,000 Afghanis. The general level of education for

the respondents was relatively high and they were primarily from the middle income group. The descriptive statistics for the study constructs were calculated based on mean (M) and standard deviation (SD) apart from the demographic characteristics. The statistics were calculated on Product, Price, Place, Promotion, and Consumer Purchasing Behavior to overall know about the respondents' perceptions towards the study variables.

4.3 Descriptive Analysis

Table 2: Descriptive Analysis

Items Code	Mean	SD	Skewness	Kurtosis
PRD1	3.490	0.641	-0.271	0.520
PRD2	3.500	0.662	-0.291	0.462
PRD3	3.520	0.628	-0.183	0.179
PRD4	3.520	0.637	-0.346	0.587
PRD5	3.510	0.641	-0.280	0.553
PRI1	3.470	0.611	-0.353	0.541
PRI2	3.480	0.615	-0.349	0.558
PRI3	3.490	0.624	-0.342	0.548
PRI4	3.490	0.616	-0.458	0.577
PRI5	3.510	0.616	-0.371	0.613
PLC1	3.510	0.620	-0.080	0.154
PLC2	3.550	0.622	-0.265	0.242
PLC3	3.510	0.602	-0.063	0.122
PLC4	3.540	0.635	-0.197	0.608
PLC5	3.510	0.645	0.045	0.144
PRO1	3.490	0.616	-0.369	0.568
PRO2	3.480	0.602	-0.265	0.585

PRO3	3.480	0.611	-0.252	0.576
PRO4	3.490	0.602	-0.286	0.592
PRO5	3.490	0.616	-0.231	0.579
CBB1	3.470	0.610	-0.333	0.534
CBB2	3.470	0.624	-0.283	0.526
CBB3	3.470	0.628	-0.308	0.512
CBB4	3.480	0.637	-0.196	0.521
CBB5	3.460	0.631	-0.228	0.503

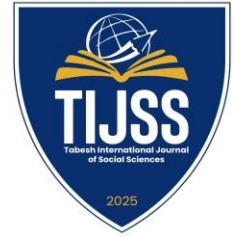
The descriptive statistics of the study variables, Product, Price, Place, Promotion and Consumer Buying Behavior, are shown in Table-2. The overall mean scores ranged from 3.460 to 3.550, suggesting generally moderate to high levels of perceptions about the beverage brands and their marketing strategies. The standard deviation values were relatively low ranging from 0.602 to 0.662 for the responses. The values of skewness were from -0.458 to 0.045 and the values of kurtosis were from 0.122 to 0.613. These were acceptable ranges and values were approximately normally distributed and suitable for further analysis (Hair et al., 2010).

4.4 Exploratory Factor Analysis (EFA)

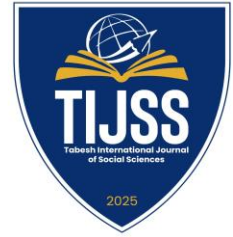
Although the items were taken from previously validated scales, we made slight changes to fit the beverage industry and the understanding of local respondents. Therefore, we conducted Exploratory Factor Analysis (EFA) to review the underlying factor structure before confirming the measurement model through Confirmatory Factor Analysis.

Table 3: Rotated Factor Matrix

Item	PRD	PRI	PLC	PRO	CBB
PRD1	0.673				
PRD2	0.699				



PRD3	0.620	
PRD4	0.676	
PRD5	0.737	
PRI1	0.706	
PRI2	0.697	
PRI3	0.734	
PRI4	0.699	
PRI5	0.653	
PLC1	0.791	
PLC2	0.762	
PLC3	0.775	
PLC4	0.749	
PLC5	0.722	
PRO1	0.648	
PRO2	0.730	
PRO3	0.806	
PRO4	0.741	
PRO5	0.695	
CBB1	0.719	
CBB2	0.665	
CBB3	0.715	
CBB4	0.690	



CBB5

0.752

- Extraction Method: Principal Axis Factoring.
- Rotation Method: Varimax with Kaiser Normalization.
- a Rotation converged in 6 iterations.

Table 3 shows the results of the Exploratory Factor Analysis (EFA) using Principal Axis Factoring with Varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.966, which is well above the recommended threshold of 0.60. This indicates that the sampling is excellent for factor analysis. Additionally, Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 8783.8$, $df = 300$, $p < 0.001$), confirming that the correlation matrix is suitable for factor extraction (Hair et al., 2010). The five-factor structure includes Product (PRD), Price (PRI), Place (PLC), Promotion (PRO), and Consumer Buying Behavior (CBB). It explained a cumulative variance of 74%. This is above the minimum acceptable threshold of 50%, showing strong explanatory power of the constructs. Additionally, the rotated factor matrix indicates that all items loaded well on their respective factors, with loadings ranging from 0.620 to 0.806. These values exceed the recommended cutoff of 0.50 (Hair et al., 2010; Tabachnick & Fidell, 2013). The absence of significant cross-loadings confirms good construct validity and a clear factor structure. These findings indicate that the measurement items are reliable and suitable for further statistical analyses.

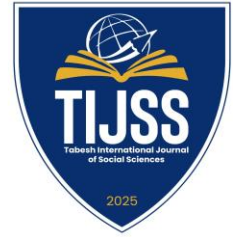
4.5 Multicollinearity Test

Table 4: Multicollinearity Test

Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	0.406	0.139	—	2.919	0.004	—	—
PRD	0.285	0.051	0.295	5.557	0.000	0.401	2.496
PRI	0.300	0.051	0.295	5.867	0.000	0.447	2.236
PLC	0.112	0.048	0.114	2.347	0.019	0.477	2.095
PRO	0.179	0.050	0.174	3.567	0.000	0.477	2.095

^a Dependent Variable: CBB

The Variance Inflation Factor (VIF) and tolerance values were used to assess multicollinearity among the independent variables. The VIF and tolerance values for Product, Price, Place, and Promotion were within



the acceptable ranges, indicating that there was no serious multicollinearity among the independent variables (Hair et al., 2010).

4.6 Common Method Bias

Table 5: Herman's Single Factor test for Common Method Bias

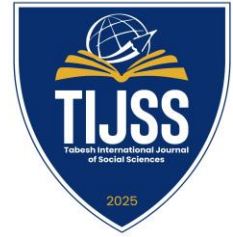
Name of Category	Name of Index	Threshold for Model Fit	Result
Absolute Fit Measure	RMSEA	< 0.08	0.157
Incremental Fit Measure	CFI	> 0.90	0.709
	TLI	> 0.90	0.682
Parsimonious Fit Measure	Chi-square/df	1.0 - 5.0	10.215

To assess Common Method Bias (CMB), a CFA-based Harman's single-factor test was conducted using AMOS. Table 5 presents the results of the single-factor model, which showed a poorer model fit compared with the proposed measurement model presented in Table 6. This indicates that a single latent factor does not adequately explain the variance in the data. Therefore, the results do not suggest that a single factor accounts for the overall measurement structure of the study (Podsakoff et al., 2003).

4.7 Model Fit Indicator

Table 6: Goodness of fit indices of measurement model

Name of Category	Name of Index	Adequate of Model Fit	Result	Fit (Yes/No)	Source
Absolute Fit Measure	GFI	> 0.90	0.927	Yes	(Byrne, 2016)
	AGFI	> 0.80	0.911	Yes	(Byrne, 2016)
	RMSEA	< 0.08	0.033	Yes	(Byrne, 2016)
Incremental Fit Measure	NFI	> 0.90	0.959	Yes	(Hu & Bentler, 1999)
	CFI	> 0.90	0.988	Yes	(Hu & Bentler, 1999)
	TLI	> 0.90	0.986	Yes	(Hair et al., 2010)



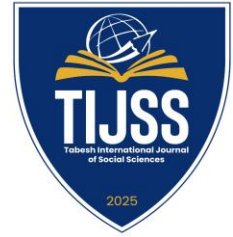
Parsimonious Fit Measure	GFI	> 0.90	0.927	Yes	(Byrne, 2016)
	AGFI	> 0.80	0.911	Yes	(Byrne, 2016)
	RMSEA	< 0.08	0.033	Yes	(Byrne, 2016)
	NFI	> 0.90	0.959	Yes	(Hu & Bentler, 1999)

Table 6 shows the fit indices of the measurement model. The results indicate that the model fit indices met the recommended threshold values, suggesting a good fit between the measurement model and the observed data. For absolute fit measures, GFI (0.927) and AGFI (0.911) were above the recommended threshold of 0.90. Additionally, the RMSEA value of 0.033 was below the recommended maximum of 0.08, indicating a good model fit (Byrne, 2016). For incremental fit measures, NFI (0.959), CFI (0.988), TLI (0.986), and IFI (0.988) all exceeded the recommended threshold of 0.90, indicating a good comparative model fit (Hair et al., 2010; Hu & Bentler, 1999). The parsimonious fit measures also met the acceptable criteria. The Chi-square/df value was 1.404, which falls within the acceptable range of 1.0 to 5.0. In addition, PGFI (0.756) and PNFI (0.847) exceeded the recommended minimum value of 0.50 (Hair et al., 2010). Overall, these results indicate that the proposed measurement model has a good level of fit and is suitable for further structural analysis.

4.8 Construct Reliability and Convergent Validity

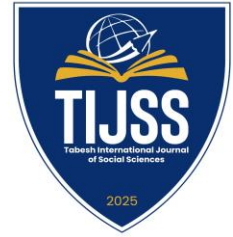
Table 7: Convergent Validity and Reliability Analysis of the Measurement Model

Construct	Item	Factor Loading	CR (> 0.70)	AVE (> 0.50)	Cronb Alpha (> 0.70)
Product	PRD1	0.854	0.937	0.749	0.852
	PRD2	0.882			
	PRD3	0.840			
	PRD4	0.862			
	PRD5	0.887			
Price	PRI1	0.844	0.929	0.724	0.859
	PRI2	0.851			
	PRI3	0.869			
	PRI4	0.850			



	PRI5	0.841			
Place	PLC1	0.899	0.945	0.775	0.865
	PLC2	0.882			
	PLC3	0.879			
	PLC4	0.880			
	PLC5	0.862			
Promotion	PRO1	0.821	0.929	0.725	0.849
	PRO2	0.854			
	PRO3	0.881			
	PRO4	0.871			
	PRO5	0.829			
Consumer Buying Behavior	CBB1	0.851	0.930	0.726	0.858
	CBB2	0.841			
	CBB3	0.854			
	CBB4	0.886			
	CBB5	0.827			

Table 7 shows the assessment of convergent validity and reliability of the measurement model. The findings show that all factor loadings are above the suggested limit of 0.70, ranging from 0.821 to 0.896, which indicate strong reliability. Additionally, the Composite Reliability (CR) value exceeded the threshold of 0.70, ranging from 0.929 to 0.945. The Average Variance Extracted (AVE) values, which varied from 0.724 to 0.775 also exceeded the recommended limit of 0.50. Furthermore, a high degree of internal consistency reliability among the constructs was demonstrated by Cronbach's Alpha values, which varied from 0.849 to 0.865 (Hair et al., 2010). Overall, these results verify that the convergent validity and reliability of the constructs of Product, Price, Place, Promotion, and Consumer Buying Behavior are satisfactory. The measurement model is therefore appropriate for additional structural investigation.



4.9 Discriminant Validity (Fornell-Lacker Criterion)

Table 8: Discriminant validity (Fornell-Larcker Criterion)

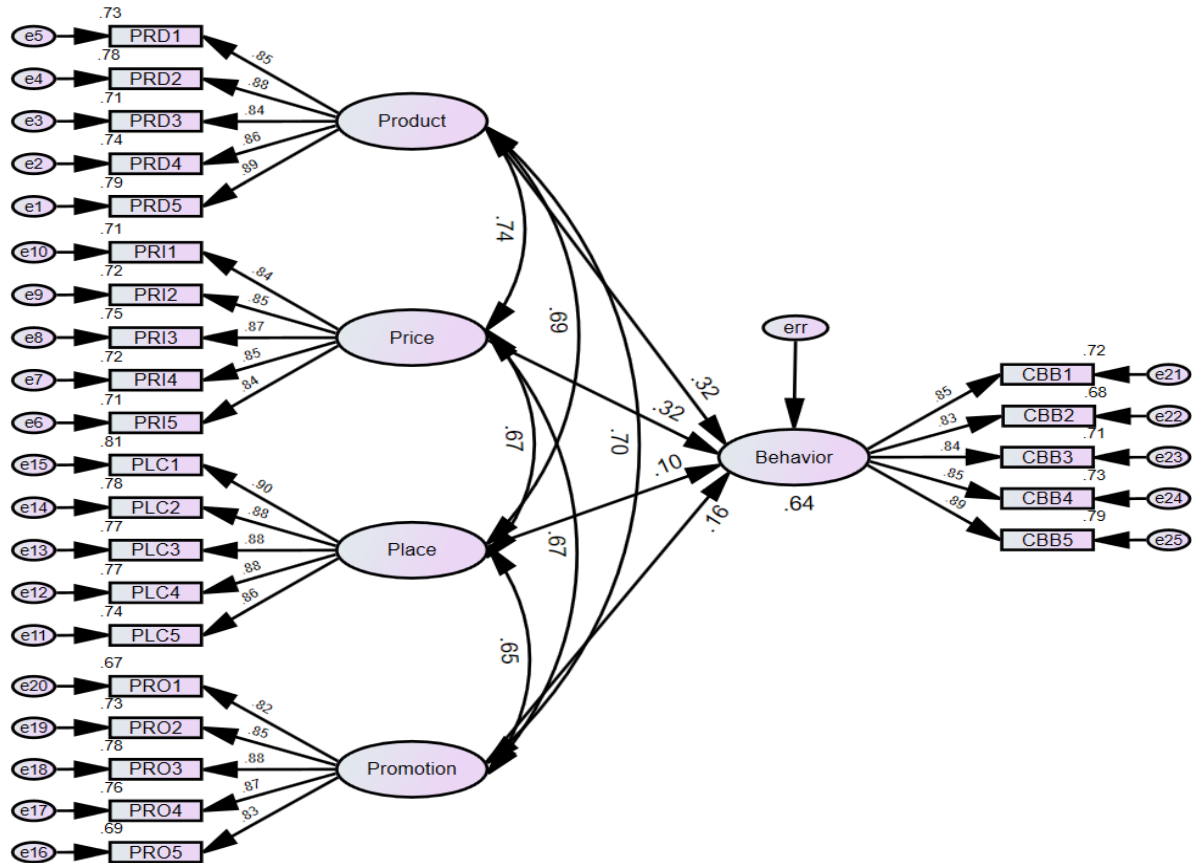
Items	PRD	PRI	PLC	PRO	CBB
PRD	0.865				
PRI	0.736***	0.851			
PLC	0.691***	0.668***	0.880		
PRO	0.700***	0.666***	0.653***	0.852	
CBB	0.736***	0.728***	0.640***	0.663***	0.852

Note: *** $p < 0.001$. Diagonal values represent the square root of the Average Variance Extracted (AVE), while off-diagonal values represent the inter-construct correlations

Table 8 shows the evaluation of discriminant validity using the Fornell–Larcker criterion. The results indicate that the square root of the Average Variance Extracted (AVE) for each construct, shown on the diagonal, is greater than the correlations between the constructs. This indicates that each construct is sufficiently distinct from the others and that the measurement model demonstrates satisfactory discriminant validity. The asterisks indicate the statistical significance of the correlations, where $p < .05$ and $p < .01$. All values in the table are reported using consistent decimal places.

4.9 Structural Model Assessment

Figure 3: Structural Equation Model (SEM)



The Structural Equation Model (SEM) used to study the relationship between the Product dimension, Price dimension, Place dimension, Promotion dimension and Consumer Buying Behavior was made as in Figure 2. The model has a good construct representation since all observed indicators strongly correspond with their respective latent variables. This means that the measurements are reliable and valid. Moreover, the independent constructs are moderately positively correlated with each other, indicating that there are conceptual relationships between the constructs with no obvious problems of multicollinearity. The model accounts for 64% of the variance in Consumer Buying Behavior. This indicates that the proposed framework has good explanatory value. Overall, the SEM model provides support to the theoretical

structure's adequacy and confirms its suitability for analyzing the impact of marketing mix strategies on consumer buying behavior (Hair et al., 2010).

4.11 Structural Path Analysis & Hypothesis Test Results

Table 9: Structural Path Analysis

Hypothesis	Independent Variable	Dependent Variable	β	B	S.E.	C.R.	p-value	95% CI	Decision
H1	Product	CBB	0.318	0.302	0.064	4.732	<0.001	[CI]	Supported
H2	Price	CBB	0.318	0.321	0.064	4.986	<0.001	[CI]	Supported
H3	Place	CBB	0.102	0.095	0.053	1.783	0.075	[CI]	Not Supported
H4	Promotion	CBB	0.161	0.164	0.060	2.750	0.006	[CI]	Supported

Table 9 presents the results of the structural path analysis examining the effects of the marketing-mix dimensions on Consumer Buying Behavior (CBB). The table reports the unstandardized coefficients (B), standard errors (S.E.), standardized coefficients (β), critical ratios (C.R.), p-values, and 95% confidence intervals for each hypothesized path.

Product had a positive and significant effect on CBB ($\beta = 0.318$, $B = 0.302$, $S.E. = 0.064$, $C.R. = 4.732$, $p < 0.001$), supporting H1. Price also had a positive and significant effect on CBB ($\beta = 0.318$, $B = 0.321$, $S.E. = 0.064$, $C.R. = 4.986$, $p < 0.001$), supporting H2. Promotion had a positive and statistically significant effect on CBB ($\beta = 0.161$, $B = 0.164$, $S.E. = 0.060$, $C.R. = 2.750$, $p = 0.006$), supporting H4. In contrast, Place did not have a statistically significant effect on CBB ($\beta = 0.102$, $B = 0.095$, $S.E. = 0.053$, $C.R. = 1.783$, $p = 0.075$), resulting in the rejection of H3.

Overall, Product and Price showed the strongest positive effects on Consumer Buying Behavior, followed by Promotion, while Place did not have a statistically significant effect.

The standardized structural equation of the model can be expressed as:

$$CBB = 0.318(PRD) + 0.318(PRI) + 0.102(PLC) + 0.161(PRO) + \varepsilon$$

Where:

- PRD = Product strategy
- PRI = Price strategy

- PLC = Place strategy
- PRO = Promotion strategy
- ε = unexplained variance in the model

4.12 DISCUSSION

The findings provide important insights into how consumers evaluate the marketing mix in Kabul's beverage market. Rather than affecting consumers equally, the four marketing mix elements appear to have different levels of importance. This difference may be explained by the nature of the beverage market, consumers' purchasing power, product characteristics, and the availability of beverages through different retail channels.

The strong role of product strategy suggests that consumers in Kabul pay considerable attention to the characteristics and perceived value of beverage products. Quality, taste, packaging, health-related attributes, and product variety may be particularly important because beverages are frequently purchased and consumed products. Consumers may therefore rely on direct experience with a product and its visible characteristics when deciding whether to purchase it. This finding is consistent with previous studies that identified product quality, packaging, innovation, taste, and health attributes as important determinants of consumer purchasing decisions (Aniuga & Ogba, 2021; Haryani et al., 2023). It also supports Kotler and Keller (2016), who emphasized that product characteristics are a major source of value for consumers. In the Kabul context, where consumers may have limited purchasing power and may be cautious about spending, perceived product value can become especially important. Consumers may prefer products that provide acceptable quality and benefits relative to their cost.

In terms of the economic situation of the Kabul market, the importance of the price strategy can also be explained. The price can be a significant factor when people have limitations with their budgets, and they have to consider what they are purchasing. Consumers can easily be able to stay price comparison and select what they feel they can afford and is worth getting. This may help to highlight the importance of price as compared to product strategy. The same has been found in previous studies which demonstrated that price influences consumer buying behavior (B. J. Ali & Anwar, 2021; Lin et al., 2022; Kiiru et al., 2017). In this context, the price can be an indicator of more than just the cost to consumers; it can also affect consumers' perceptions of value, affordability and product quality. Competitive prices with acceptable

product quality may therefore be an essential requirement for beverage companies in Kabul instead of focusing on low prices.

The fact that promotion plays a significant, but relatively smaller, role may be an indication of changes in the way consumers are getting their product information. Awareness and attitude towards beverage brands can be raised through advertising, sales promotions, social media and other communication activities. But promotional messages may not be enough to make the final decision when the quality and affordability of the product is more important to the consumer. This could be the reason for the less impactful role of promotion when compared to product and price. The findings align with the earlier findings that demonstrated a positive correlation between promotional activities and consumers' behavior (A. Ali and Muhammad, 2021; Ayanwale et al., 2005). The emerging digital and social media in Kabul could also be another means for food and beverage companies to engage with consumers, but this could be contingent on both the product appeal and the price.

The lack of significance of place strategy, however, warrants special attention. The relative ease of access of commonly consumed beverages in Kabul may be one reason. Supermarkets, local stores, retail stores and other commercial outlets may be places to buy soft drinks, bottled water, juices and energy drinks. If consumers are able to access similar products at a variety of locations, the distribution accessibility of these products may become a minimum expectation and not a differentiating factor between various brands. Because of this, consumers might not be as focused on the beer's retailer, but be more focused on what makes the product different, especially quality, price, taste, and promotion.

Another potential factor is the regularity and commonality of drink purchases. Consumers might have a certain idea of where beverages are sold, and they may not choose to make a separate decision about distribution for each purchase of these frequently purchased products. In such situations, place can be a less direct determinant of purchase than product and when it comes to price. This can vary from markets or industries in which the consumer has to travel a longer distance to purchase the product, has restricted access to specific distribution channels or has less availability of the product. While previous research has identified distribution accessibility as a critical factor (Adam et al., 2023; Lancaster & Massingham, 2018), the results of the current study indicate that the importance of place is relative, and that it can be different depending on the product and the market context.

In general, it can be concluded that the marketing mix in the beverage market in Kabul is influenced by the tastes and preferences of consumers and market conditions in the country. Product and price seem to be more closely related to consumers' immediate assessment of value and promotion can be used to support awareness and purchase decisions. When products are already widely available, however, place might play a smaller role. The results validate Consumer Decision-Making theory, which suggests that consumers compare the various value and information sources before buying products. Most significantly, the study builds on the current marketing mix literature by demonstrating that the relative significance of the 4Ps is not necessarily the same in each market. In the case of the Kabul drink market, economic conditions, consumer behaviour, product availability and consumer preferences can impact the relationship between each element of the marketing mix and purchasing behavior.

5. CONCLUSION

The relationship between the marketing mix strategies (Product, Price, Place and Promotion) and the consumer buying behavior in the Afghan non-alcoholic beverage industry was the aim of this study. In general, the findings show that product, price and promotion strategies were associated with consumer buying behavior, while place strategy was not significantly associated with purchasing behavior in the study context. The results indicated that when consumers buy beverages, they may consider more than the location of the product, they consider the value of the product, its price and the information they receive through promotions. The findings point to the need to take local market conditions and consumers' priorities into account when formulating marketing strategies in the beverage industry in Afghanistan. The study is also helpful in the little empirical literature on marketing mix strategies and consumer behavior in the Afghan context.

5.1 Recommendations and Suggestions

From the results, it can be concluded that beverage companies should pay more attention to product quality, taste, packaging, product innovation and healthier product options, because product strategy is significantly related to the consumer's purchasing behavior. Businesses also need to come up with competitive and low-cost pricing policies that deliver value to the consumers, as price is a vital factor in determining the purchase.

Because promotion was also a key factor affecting consumer buying behavior, beverage companies should increase their advertising, social media marketing and sales promotion efforts in order to increase consumer awareness and engagement. Promotional messages ought to explicitly convey item benefits, quality, and worth to make them more pertinent to customers.

The results of this study indicate that there is not a significant relationship between place strategy and consumer shopping behavior, and thus must be viewed in a critical manner. While availability did not seem to be a major factor in this study, the availability of products and efficient distribution of them to consumers should not be neglected. Further research could also explore the role of distribution in other cities, product types and/or market conditions.

Lastly, the marketing mix studies need to be replicated in other parts of Afghanistan, and larger or more representative samples should be employed to establish the consistency of the relationships observed among the various types of consumers and market environments.

5.2 Suggestion for Future Research

Inclusion of respondents from different provinces of Afghanistan and regional comparisons could enhance the generalizability of the findings in future studies. Other factors, including mediators and moderators, like brand image, customer satisfaction and consumer trust, are needed to understand consumer buying behavior. Future research is recommended to use probability sampling and longitudinal research designs to help capture the variability in the sample and to help capture trends in consumer buying behavior over time.

5.3 Limitations

The results of these studies should be viewed in the context of several limitations. First, the study was conducted within Kabul, and hence the results cannot be generalizable to other areas of Afghanistan, especially those with different socio-economic conditions and those in rural areas. Second, the study sample was obtained by non-probability convenience sampling, which could have resulted in selection bias and lack of representativeness. Third, the study is a self-reported survey and may have been subject to response and/or recall bias because the data was self-reported by the respondents and based on their reported purchasing behavior. Lastly, the study's sample size of female respondents was relatively small, and as such, the results are not easily generalizable to female consumers. These restrictions should be taken into account in interpreting and generalizing the results.

5.4 Conflict of Interest

All authors express no conflict of interest in any part of the research.

6. REFERENCES

- Abdullah, S. I. N. W., Teng, P. K., Heng, B. L. J., Subramaniam, K., Yuling, J., & Mohamed, A. (2023). Effect of Marketing Mix Strategies on the Buying Behaviour of Organic Products: Comparison Between Consumers in Malaysia and China. 8th International Conference on Climate Change (8TH-ICCC). <https://doi.org/10.6084/m9.figshare.32598159>
- Abdullahi, D. (2005). Effect of advertising on the sales revenue and profitability of selected food and beverage firm in Nigeria. <https://scispace.com/papers/effect-of-advertising-on-the-sales-revenue-and-profitability-4xulp2m271>
- Adam, R. P., Suardi, & Lahay, M. (2023). Pricing strategy and marketing distribution channels on customer satisfaction and purchasing decision for green products. Uncertain Supply Chain Management, 1467–1476. <https://doi.org/10.5267/j.uscm.2023.7.007>
- Ali, A., & Muhammad, K. (2021). Impact of Promotional Tools on Consumer Buying Behavior: A case of FMCG Industry. Journal of Marketing Strategies, 3(1), 44–67.
- Amadi, K. (2020). Effect of Marketing Mix on customer Loyalty and Satisfaction in Food and beverage restaurants in KENYA. International Journal of Recent Research in Commerce Economics and Management (IJRRCEM), 7(1), 68–76.
- Aniuga, C., & Ogba, I. E. (2021). Product innovation and customer satisfaction in Nigeria brewery industry: A study of customers of star lager beer by Nigerian breweries plc. In south east, Nigeria. African Scientific Journal, 5. <https://doi.org/10.5281/zenodo.5648324>
- Arowolo, P. A., Ademola, M., & Bakare, O. W. (2025). PRICING STRATEGIES AND CONSUMER PURCHASE DECISION OF AUTOMOBILE VEHICLE OWNERS IN EKITI STATE, NIGERIA. International Journal of Social and Management Sciences, 9(2), 3–22. <https://doi.org/10.52589/BJMMS-EDWZS6RK>

-
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Kamla-Raj*, 10(1), 9–16.
- Ayesha, A., Abbas, K., & Iqbal, K. (2025). Impact of distribution strategies and brand perception on consumer behavior in the Pakistani soft drink market. *International Journal of Science and Research Archive*, 16(2), 416–428. <https://doi.org/10.30574/ijrsra.2025.16.2.2328>
- Baramichai, M. (2012). Distribution Network Redesign: A Case Study of the Beverage Manufacturing Company in Thailand. *Advanced Materials Research*, 488–489. <https://doi.org/10.4028/www.scientific.net/AMR.488-489.1459>
- Bleich, S. N., Vercammen, K. A., & Koma, J. W. (2018). Trends in beverage consumption among children and adults. *American Journal of Preventive Medicine*, 55(3), 323–331. <https://doi.org/10.1016/j.amepre.2017.12.009>
- Bleich, S. N., Vercammen, K. A., Koma, J. W., & Li, Z. (2018). Trends in beverage consumption among children and adults, 2003–2014. *Obesity*, 26(2), 432–441. <https://doi.org/10.1002/oby.22056>
- Byrne, B. M. (2016). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. In Routledge.
- Craig, C. S., & Douglas, S. P. (2006). Beyond national culture: Implications of cultural dynamics for consumer research. *International Marketing Review*, 23(3), 322–342. <https://doi.org/10.1108/02651330610670479>
- Davenport, T. H. (2013). *Analytics at work: Smarter decisions, better results*. In Harvard Business Review Press.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*. In Dryden Press.
- Gonu, E., Asare-Larbi, M., & Abdul-Rahman, M. (2022). Marketing strategies and consumers' purchasing behaviour in Ghana: A case of Nestle Ghana Limited. *African Journal of Business Management*, 16(5), 104–116. <https://doi.org/10.5897/AJBM2021.9335>

-
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. In Pearson Prentice Hall.
- Hallak, R., Onur, I. ., Lee, C., Onur, I., & Lee, C. (2022). Consumer demand for healthy beverages in the hospitality industry: Examining willingness to pay a premium, and barriers to purchase. *PLoS ONE*, 17. <https://doi.org/10.1371/journal.pone.0267726>
- Haryani, D. S., Yulius, Y., & Limakrisna, N. (2023). The influence of product innovation on customer loyalty in the beverage product business in Tanjungpinang. *PENANOMICS*, 2(3).
- Hochreiter, V., Benedetto, C., & Loesch, M. (2023). The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of its Usage in Consumer Behavior and Organizational Culture and Leadership Theory. 3(1), 7–16. <https://doi.org/10.18775/jebd.31.5001>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Kahneman, D., & Egan, P. (2011). *Thinking, fast and slow* (Vol. 1, No. 0, pp. 1-5). New York: Farrar, Straus and Giroux.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kiiru, K. C., Makokha, E. N., & Gichuhi, D. (2017). Effect of Pricing of New Coca Cola Soft Drink Products on Sales Performance of Coca- Cola Company in Nyahururu Town. *Journal of Marketing and Consumer Research*, 34. <https://www.semanticscholar.org/paper/Effect-of-Pricing-of-New-Coca-Cola-Soft-Drink-on-of-Kiiru-Makokha/06580a415f9e52f0390e2bbff45891ca9785ce20>
- Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling*. In Guilford Publications.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. In Pearson.

-
- Lancaster, G., & Massingham, L. (2018). Essentials of Marketing Management. In Routledge.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Lin, T. T., Yeh, Y. Q., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability*. <https://doi.org/10.3390/su142416546>
- Mushtaq, B., & Salar, S. A. A. (2022). The Impact of Marketing Mix on Consumers' Buying Behavior in Supermarkets of Meerut City, India. *Studies in Economics and Business Relations*, 3(1), 41–52. <https://doi.org/10.48185/sebr.v3i1.435>
- Ogidi, A. E., & Adekitan, R. A. (2014). The Relevance of Advertisement in Creating Consumers' Interest and Loyalty for Food, Beverage and Fiber Companies. *Journal of Management and Marketing*, 1(1), 11–17.
- Padamali, G., & Fernando, P. (2016). Product attributes and premium price strategy: A study of tea consumers in middle and high-end market. *Journal of Management Matters*, 3(1), 13–20.
- Percy, L. (2008). Strategic integrated marketing communications: Theory and practice. Butterworth-Heinemann.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies (Vol. 88). *Journal of Applied Psychology*. <https://doi.org/10.1037/0021-9010.88.5.879>
- Prahalad, C. K. (2005). The fortune at the bottom of the pyramid: Eradicating poverty through profits. Wharton School Publishing.
- Rafiq, M., & Ahmad, P. K. (1995). Using the 7Ps as a generic marketing mix. *Marketing Intelligence & Planning*, 13(9), 4–15. <https://doi.org/10.1108/02634509510090693>
- Ramadhan, F., & Secapramana, D. L. V. H. (2020). Analysis The Effect of Marketing Mix on Consumer Decisions in Buying Paint Products. *International Conference on Business and Banking*

Innovations (ICOBBI).

<https://www.researchgate.net/publication/346277360> The Effect of Marketing Mix on Purchase Decisions

Riyadi, A., & Rangkuti, S. F. (2016). The Influence of Marketing Mix And Customer Purchasing Decision Process On Customer Satisfaction. Asia Tourism Forum 2016 – The 12th Biennial Conference of Hospitality and Tourism Industry in Asia (ATF-16). <https://doi.org/10.2991/atf-16.2016.82>

Saryatmo, M. A., & Sukhotu, V. (2021). The Influence of the Digital Supply Chain on Operational Performance: A Study of the Food and Beverage Industry in Indonesia. Sustainability, 13. <https://doi.org/10.3390/su13095109>

Sirajuddin, R. S. B., Senathirajah, A. R. B. S., & Mohd Isa, A. M. (2023). Marketing Mix Influence on Consumer Buying Behavior: A Case study on the Cosmetics industry. International Journal of Professional Business Review, 8(5), 1–21. <https://doi.org/10.26668/businessreview/2023.v8i5.1499>

Sitorus, A. N., Supriandi, & Sasmito, P. (2023). The Influence of Promotions, Prices and Location on Customer Loyalty of The Beverage Industry in Bogor City. West Science Journal Economic and Entrepreneurship, 1(5), 211–218.

Sudarman, D., & Lailla, N. (2023). The influence of marketing strategy and marketing mix on marketing performance of ready to drink beverage through brand image. International Journal of Professional Business Review, 8(9), 1–15. <https://doi.org/10.26668/businessreview/2023.v8i9.3539>

Tabachnick, B. G., & Fidell, L. S. (2013). Using Multivariate Statistics. In Pearson Education.

Tanjung, I. (2021). Analysis of the Effect of Marketing Mix 7P on Purchase Decisions at Sentra Snack Stores. International Journal of Review Management, Business, and Entrepreneurship (RMBE), 1(2), 125–133.

-
- Underwood, R. L. (2003). The communicative power of product packaging. *Journal of Marketing Theory and Practice*, 11(1), 62–76. <https://doi.org/10.1080/10696679.2003.11501933>
- Underwood, R. L. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, 11(1), 62–76. <https://doi.org/10.1080/10696679.2003.11501933>
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005>
- Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97–121. <https://doi.org/10.1509/jm.15.0413>
- William, G. C. (1977). *Sampling techniques*. New Jersey, United States: John Wiley & Sons Inc.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, 68(4), 1–15. <https://doi.org/10.1509/jmkg.68.4.1.42733>
- Zaheer, A., & Sadiq, A. (2024). The Impact of IT Integration in Human Resource Management on Employee Productivity: A Study of Afghanistan's NGOs. *Salam Academic Journal*, 9(16), 7–24. <https://doi.org/10.64104/v9.SecondRound.Issue.6.n6.2024>
- Zaheer, A., Amarzay, B., & Sadiq, A. (2026). Influencer Marketing in Digital Commerce: The Effects of Expertise, Personality, Fame, and Advertising Clutter on Consumer Trust and Purchase Intentions. <https://doi.org/10.21203/rs.3.rs-8802128/v1>
- Zaheer, A., Sadiq, A., & Safi, N. (2025). AI in Service Industries: Effects on Customer Satisfaction, Mediated by Service Quality, and Moderated by Customer Trust. *Journal of Social Sciences and Humanities*, 2(3), 51–73. <https://doi.org/https://doi.org/10.62810/jssh.v2i3.82>