

## ABSTRACT

Using the underpinning of assimilation and contrast theory, we examine whether consumers' reasons for purchasing a product are influenced by its attributes or not. A conceptual framework that differentiated between hedonic and utilitarian attributes and their corresponding reasons for buying a product was developed. The framework was then used to develop two hypotheses for the current study. The study hypotheses tested were after collecting data from 245 respondents. The findings of the study suggest that assimilation theory works well when utilitarian attributes of a product explains the utilitarian reasons for purchase. On the other hand, the contrast theory supports that hedonic reasons for purchase are explained more by the utilitarian attributes of the product. The implications of the research findings are discussed and avenues for future research are offered along with the study limitations.