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## Preface

What is the customer's motivation to buy my product?

What is the customer's reason to use my service?

Why should I invest in a company?

"The Reason to Believe" is the persuasive *motive to buy*. It constitutes the main reason why products are bought, services are used and why customers are turned into loyal brand evangelists.

In its essence, "The Reason to Believe" has the purpose of confirming the customer's purchase choice through actual and subjectively perceived facts, thereby boosting and strengthening customer satisfaction and loyalty. Moreover, "The Reason to Believe" provides a good feeling for the customer, reinforcing the belief of having made the right choice, which in turn sparks product recommendation as well. Without a compelling 'reason to believe' your product will remain unnoticed.

This book equips you with hands-on tools to create, communicate and ultimately boost your products and services. "The Reason to Believe" walks you not only through the psychological basics of information dissemination, but provides methodic and usable applications as well.

Do not be mistaken and assume "The Reason to Believe" has to constitute your product's uniqueness, equaling its unique selling proposition. The truth is, the customer's actual reason to buy products might as well be personal appreciation, trust in a single person, or simply a conveyed emotion. Hence, "The Reason to Believe" and a product's uniqueness are two different concepts.

Contrary to common belief, customers purchase primarily because of the "The Reason to Believe" – and not because of a product's uniqueness. However, it cannot be excluded that in some cases both may be the same.

UX Redefined

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Usability and User Experience

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