

# Why people *buy*...

- Quality
- Perception
- Appropriateness
- Ease
- Trust
- Brand
- Peace of mind
- Attractiveness
- Familiarity
- Excitement
- Convenience
- Personal Perception
- Makes life simpler
- To get more time / money
- To feel better about themselves
- Fashion
- Scarcity
- Fashion
- Solution
- It's the best
- Recommendation
- Value for money
- Reward
- Relaxation
- Peer pressure
- Emotion
- Fear
- Speed

