WHY DO THEY FAIL TO BELIEVE GOD?

Because their hearts inside are denying what they utter with their mouths. They confess belief due to social and educational circumstances, but their hearts inside are denying:

"Your god is ONE GOD. However, those who do not believe in the hereafter, their hearts are denying, and they are too arrogant." (16:22)

The consequence of this denying (one's deep convictions are denying) is total isolation from Quran:

"When you read Quran, we place between you and those who do not believe in the hereafter AN INVISIBLE BARRIER. And we place shields on their hearts to prevent them from understanding it, and deafness in their ears; and when you preach your Lord (ALONE) in the QURAN ALONE they run away in aversion." (17:45-46)

Therefore, they cannot accept QURAN ALONE; they look for other sources such as "Hadith & Sunna."