



Says

What have we heard them say?  
What can we imagine them saying?

Middle class family are suffering to buy a home

Housing prices are skyrocketing



Average houseing prices in cities are 6600-6900 per sq.feet

The real estate prices in india are driven by builders and not by buyers

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



People consider housing as long term investment

Investors anticipate future price appreciation in metropolitan areas



Buyers weigh the pros and cons of renting versus buying

Residents worry about the impact of housing prices on their quality of life

ANALYSING HOUSING PRICES IN METROPOLITAN AREAS OF INDIA

Attending property exihibitions

Researching housing market trends



considering alternative housing options

saving money for a down payment

Residents experience pride in owning a home in a metropolitan area

Buyers feel excited when they find a suitable property within budget



Low-income families may feel discouraged due to limited affordable housing options

Investors feel optimistic about the potential returns on real estate investments

Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

