

Says

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

Thinks
What are their wants, needs, hopes, and dreams?



BENEFIT

What other thoughts might influence their behavior?

IT CAN HELP DEVELOPER
DETERMINE THE SELLING PRICE OF
HOUSE AND CAN HELP THE
CUSTOMER TO ARRANGE THE
RIGHT TIME TO PURCHASE A HOUSE

INTEREST RATES

ECONOMIC GROWTH



VISION

WITHOUT BIAS TO HELP BOTH THE BUYERS & SELLERS MAKE THEIR DECISION

USES

HOUSE PRICE
PRODUCTION IN A
METROPOLITAN CITY IN
INDIA IS A VALUABLE
SOLUTION FOR
POTENTIAL HOME
BUYERS, INVESTORS, ETC..

IF HOUSE PRICE RISE, THEN
THE WEALTH EFFECT IS
LIKELY TO CAUSE AN
INCREASE IN CONSUMER
SPENDING

ANALYSING
HOUSING PRICES
IN METROPOLITAN
AREAS OF INDIA

EQUITY LOAN

THIS WILL CAUSE
HIGHER AGGREGATE
DEMAND & HIGHER
RATE OF ECONOMIC
GROWTH

IT NEGATIVELY
IMPACT THE REAL
INCOME OF THE
PEOPLE.HOWEVER
IT BENEFITS
GOVERNMENT

LEVERGED INVESTMENT UNFAVOURABLE FOR POOR

Does

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



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



