



Says

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



Thinks

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

Demand and supply determines the price of house.

Price of the house depends on the location and the neighbourhood comps.

Price of the house may vary on the different metropolitan areas in india.

Price per square feet in chennai is Rs.7129 and the price per square feet in bangalore Rs.7848.

Size and layout also determines the prices and depends on the interest of the customer.

Price of the house is also determined by materials used for the construction.



House price raising is influenced by the factors
1.inherited wealth
2.Relative shortage

Customer may not be satisfied, they might fear that the materials are used in the inappropriate ratios

A large down payment on a house you could use your inheritance money for a down payment on your dream house.

Relative shortage is a condition that exists when the house is in short supply in one or more areas.

They think that they might gain or save some money while they are in a rented house compared to the buying of house

Another problem that home buyer faces is the fear of fake owners. So before buying a house a buyer should crosscheck the information provided to them.



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?