

Assurances of the property's value for money

Access to reliable information on housing market trends and price fluctuations

Desire to find an affordable yet suitable property

concerns about rising housing price

Thinks

Support from professionals to guide through the decisionmaking process

Analysing houses in metropolitan

Curiosity about the factors affecting housing prices

Attending property exhibitions and visiting real estate websites

Seeking advice from friends, family, or experts

Researching online to gather information on housing prices in different metropolitan areas

Frustration due to high prices and limited option

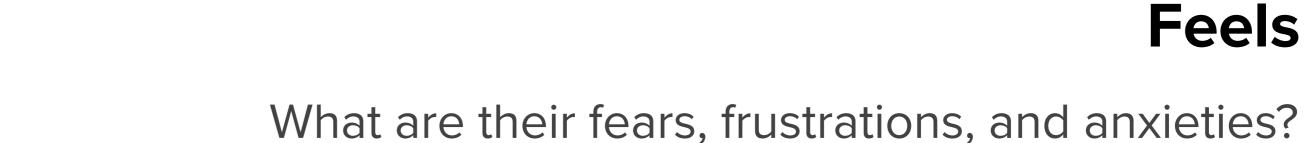
Anxiety about making the Right investment decision

Hopeful about finding a good deal



Does

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



What other feelings might influence their behavior?



