



Says

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

Barring few locations, the price appreciation has been modest and prices continue to remain in affordable range

Bengaluru too witnessed a 10 per cent increase in prices to ₹8,688 per square feet.

Housing prices in Hyderabad rose 13 per cent to ₹10,530 per square feet.

The prices of residential properties in Chennai went up 6 per cent to ₹7,653 per square feet.

In Delhi-NCR, rates shot up 14 per cent to ₹8,652 per square feet.

Prices of residential properties in Kolkata went up 15 per cent to ₹7,315 per square feet.

Pune saw an appreciation of 11 per cent Y-o-Y during April-June to ₹8,540 per square feet.



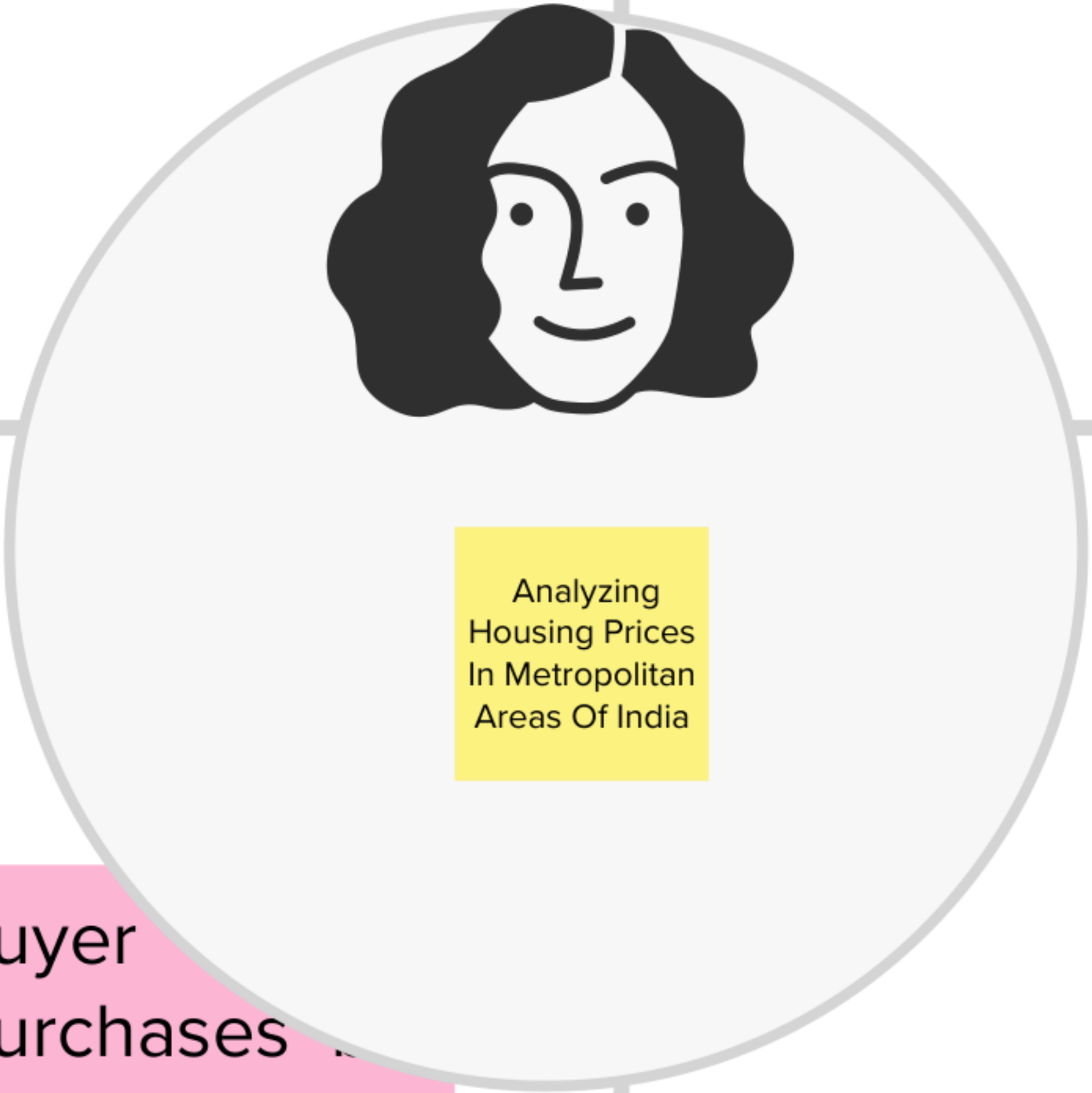
Thinks

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

People have plan to rent out or sell the house or plan to reside in it for the long term.

Needs could include things such as parking, school district, location, electricity, air-conditioning, and more

They need three bedrooms to accommodate all of the members of your family.



buyer purchases based on expected income.

buyer purchases based on expected , price

buyer purchases based on expected product benefits.

Location is the main factor that helps owner to decide where he is going to buy a House

Security: Before buying a house, one has to check how secure the facility is fromfrom anti-social elements and should not buy a house in secluded areas.

Price: This is one of the utmost important factors. Choice of home dependson affordability

Quality of life namely transportation, neighbours, recreational areas, greenzones, 24x7 water supply, sewerage, power, phone-connectivity, wastedisposal, domestic help

Amenities: club-house, gymnasium, gardens, playgrounds, adequate parking space, swimming pool



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?