



Says

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

Highdemand: Metro cities are home to a large number of people from other regions seeking job opportunities, education, and better quality of life. The high demand for housing in these cities leads to a rise in property prices.

There is no definitive answer to whether buying an individual home in your home city or buying a flat in a metro city is best ,as it depends on your personal preferences, financial situation, and lifestyle.

People dreaming of owning a house to secure their future and that of their families. Wisely investing in real estate in India has the potential of giving massive returns and the sense of security of having a home. The location of a house is one of the most crucial factors a homebuyer consider when purchasing a home. This article will shed light on the best places to buy property in India in 2022.



Persona’s name

Short summary of the persona

Metropolitan cities are full of life, diversity, and opportunities. This leads to higher property prices and better rental income. Therefore, people who are looking for a great return on investment often invest in metro cities.

If you intend to take out a home loan to purchase a home in India, you should first ensure that you are in good financial standing. Your home loan eligibility as well as your ability to get a reasonable interest rate depends largely on your CIBIL score.

Nowadays somebody constructs the house for their desired. Otherwise they buy a built house for their shelter.

Thinks

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



Needs could include things such as parking, school district, location, electricity, air conditioning, and more. A want is an option feature that would be nice to have but isn't a deal breaker. You may want a pool that you can cool off in on a hot summer day, but you could also live without a pool.

Dreaming of buying a land is good and positive sign as per dream meaning and interpretation. The dream means you will get opportunity to make new investments; there will be success in financial matters and financial help from family members. It also means you will decide to go independent in near future.

Motivation. When a person is motivated enough, it influences the buying behavior of the person. A person has many needs such as social needs, basic needs, security needs, esteem needs, and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs.

As a result, many of them can no longer afford to purchase homes due to increased EMIs. Meanwhile, real estate consultant Anarick said in a report last month that rising land prices and input costs have also contributed to the decline in demand for affordable housing in India.

One of the most significant problems people face in cities is the high cost of living. Housing prices, rent, and the cost of everyday goods and services are often much higher in urban areas. It can be challenging for people to make ends meet, especially for those on a limited income.

Real estate prices in India are driven by builders and not by buyers. Land prices are hugely inflated, in large part because of unaccounted money being pumped into it.



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?

[See an example](#)