



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?



Housing prices across major cities increase by 7%

House price convergence:evidence from India

All the markets covered in the analysis showed an upward movement in average rates of new homes

Changing demographics can impact housing prices due to the age, income and preference of buyers

Housing forms one of the core needs(food, cloth and shelter) of human being.

Data and Methodology

House price-National housing bank

House prices in India-characteristics and recent trends

Housing inventory also has a significant influence on house prices

The housing data published by the RBI covers just 10 bigger cities

Housing remains a major problem for most, especially for bottom billions

One of the most frustrated point is making the offer



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?