



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?

A Core area containing a large population nucleus

Metropolitan areas also called as metropolis

Have a degree of economic and social integration with that core

More opportunities for career growth

More opportunities for business

Better medical facilities and better public

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Analysing Housing Prices in Metropolitan areas of India

Helps marketers understand that influence consumers buying decisions

Over crowding Or Over population

Degraded environmental quality

Water shortage problems

Psychological factors

Help companies understand that their customers want and need

Sanitation problem and health hazards



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?