

Basic aspects of property market research (Revised Edition)

Synopsis:

Property market research basically deals with investigation and information generation related to all aspects of property business. It systematically and objectively scrutinizes the various components of human environment and property-related activities; examines their nature, issues, and problems; collects the relevant data; analyzes them in relation to certain specified issues, problems, and objectives; make conclusions; and documents the acquired information for firm's decision-making purposes.

As property market research helps well-informed decision-making, its scope can be very diverse. However, this book has chosen to discuss the fundamental aspects of property market research with a view to address all those aspects mentioned above. The chapters are so arranged to cover the concept of research, basic understanding about property market, its environment, consumer's behaviour, location and productivity analysis, and the main elements of property market analysis.

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