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Business Standard.com

Impact - International

Day – Wednesday

Date – May 13, 2009

Security threat cuts visit to stores, hotels

Indian's heightened sense of insecurity over the past six months has led them to change their behaviour in several significant ways.

In particular, Indians have reduced their visits to discretionary venues, such as, hotels, restaurants and recreational areas, while they have maintained the same frequency of visits that they had in the past to banks and other establishments that they must visit out of necessity, according to a survey released by Boston Analytics.

The study of over 8,000 Indians across 15 cities revealed that majority of Indians feel as though their personal security is threatened. At least 50% of the people surveyed felt very threatened to somewhat threatened, while 9% of those interviewed felt extremely threatened.

There are several differences across India however, not only in terms of the venues in which Indians feel most insecure, but the extent to which they have reduced their visits to such venues over the past six months, as well as their tolerance for certain security measures and willingness to pay a surcharge for increased security.

A greater percentage of Indians in Tier-2 cities have reduced their visits to hotels over the past six months than in Tier-1 and-3 cities.

The percentage of people who have reduced their visits to retail establishments is the highest in Nagpur and Mumbai.

Residents in Nagpur, Mumbai, Ahmedabad and Lucknow in particular have witnessed significant reductions in visits to different types of establishments including retail stores, hotels, restaurants, banks, corporate offices, residential complexes, transport hubs and recreational places) over the past six months

Interestingly, other than in transport hubs, Indians are most willing to submit to security checks in hotels and retail establishments. There are significant differences in the tolerance for manual body checks across cities however and by establishment type. The study didn't give more details on the same.

Close Circuit Television (CCTV) and metal detectors are the most common types of security systems across different establishments or venues.

Other than in airports in Tier-1 cities, the penetration of biometric screening is extremely low across India.