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# Technology Acceptance and Adoption of Security Surveillance Systems

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***Abstract:*** ***Purpose:*** *The popularity of security cameras have increased in the last decade and due to the advancement of technology and its need is becoming more and more important due to the increasing crime and theft. The installation of surveillance systems gives home owners and business owners a peace of mind. Though organisations have adopted ICT, very few have adopted any security technologies to secure their infrastructures. It's crucial for the manufacturers to understand the real customer needs with respect to high technology oriented product offers. Thus this study has focused on the customer buying behaviour towards security surveillance system. The factors which are influenced towards buying the camera with special preference towards the technological factors are generally considered towards buying a security surveillance camera. This research is based on Technology Acceptance Model proposed by Bagozzi, R.P in 2007. The study has included various factors that influence the purchase decision and adoption of new technology i.e. setting up security surveillance systems across different types of customers in the city of Coimbatore in South India. The potential institutional buyers that include Schools, Colleges, Construction Contractors, Restaurants and Showrooms were identified which is the population. In this study the researchers have basically focused on the Safety factor of CCTV camera and the influencing parameter for purchasing of CCTV camera. To analyze all the data, different techniques has been used like Percentage Analysis, one-way ANOVA, chi-square test, Correlation and Exploratory factor analysis. IBM SPSS software package has been employed for statistical analysis.*

***Research Approach:*** *The study is a descriptive research which collected data from the past happening without manipulating or intervening in the study environment. The current status of use and awareness of the security surveillance systems were studied with the identified parameters as it existed. The survey was done in randomly chosen areas from Coimbatore – Tirupur Composite Districts. The survey was done with the institutional buyers with purposive sampling that covered Pollachi, Tirupur, Mettupalayam and Coimbatore city. The proprietors of the institutions or the in-charge of purchase department in organizations and institutes that included schools, colleges, hospitals, construction buildings, office buildings, shopping complexes, etc. formed the population. The researchers devised a questionnaire based on the literature survey. The scales were framed and fine-tuned keeping the objectives of research in mind. The scales developed were checked through a pilot survey before the start of the main survey for its reliability. The Cronbach alpha value is 0.712 and thus the scales developed are reliable.*

*The researchers enumerated the data from the respondents using the questionnaire method that collected primary data. Around 300 respondents were chosen. A purposive sample of 300 institutions, builders, restaurants and showrooms in Coimbatore district was selected and a primary data was collected through direct filling of questionnaire by the respondents.*
*The sampling method used was non-probability sampling method. The technique used in this research was purposive sampling. For this study, the data collection was done by with the intention of the respondent being a prospective buyer. The elements in the sample included educational institutions, hotels, showrooms and builders in and around Coimbatore and Tirupur Cities. A Structured questionnaire was designed and using that questionnaire data was collected from the respondents.*

***Findings:*** *Hikvision is the Brand which was mostly used by the customers. Next to that CP Plus and Doha Comes in to 2nd and 3rd position. It is evident from the analysis that camera resolution is the most influencing parameter while purchasing the surveillance camera. Next to the Brand, Price was the influencing parameter towards purchasing the camera. The usefulness of AHD system is normally distributed. Hence the Average customer rating is 3. The usefulness of IP system is more than the AHD type system since the most of the customer rated 4 and 5. The Influencing Parameter and expectation towards the memory capacity of the camera are dependent on Sector in which the company operates. It was also found that the expectation towards the life cycle of the camera and expectation toward the price of the camera are also dependent on sector in which the Company operates. Correlation Analysis has revealed that preference on the power saving variable is not associated with the preference on innovativeness of the product. There is positive correlation between the Safety factor and the Crime reduction factor. The customers those who feel safe and protected are also feel crime can be reduced.*

***Value:*** *There is positive correlation between warrantee factor and the established integrator. The customer prefers to buying from established integrator are also preferring warrantee feature of the product. There are always general expectations from the clients which is common irrespective of the industry type.*

***Keywords:*** *Buying Behavior, Consumer Preference, Purchase Behavior, Security Surveillance System*

## I. INTRODUCTION

The fame of security cameras have amplified in the last decade and due to the advancement of technology and its need is becoming more and more important due to the increasing crime and theft. The installation of surveillance systems gives home and business owners a peace of mind. Though organisations have adopted ICT, very few have adopted any security technologies to secure their infrastructures.

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It's crucial for the manufacturers to understand the real customer needs with respect to high technology oriented product offers. Thus this study has focused on the customer buying behaviour towards security surveillance system. The factors which are influenced towards buying the camera with special preference towards the technological factors are generally considered towards buying a security surveillance camera. This research is based on Technology Acceptance Model proposed by Bagozzi, R.P in 2007. The study has included various factors that influence the purchase decision and adoption of new technology i.e. setting up security surveillance systems across different types of customers in the city of Coimbatore in South India. The potential institutional buyers that include Schools, Colleges, Construction Contractors, Restaurants and Showrooms were identified which is the population. In this study the researchers have basically focused on the Safety factor of CCTV camera and the influencing parameter for purchasing of CCTV camera.

## II. LITERATURE REVIEW

**Mohammad Chuttur (2009)** has reviewed in this paper aboutthe Client acknowledgment of innovation has been an essential field of study for more than two decades presently. Albeit many models have been proposed to clarify and foresee the utilization of a framework, the Technology Acceptance Model has been the special case which has caught the most consideration of the Information Systems people group. In this way, it is fundamental for anybody willing to ponder client acknowledgment of innovation to have a comprehension of the Technology Acceptance Model. This paper gives a chronicled outline of the Technology Acceptance Model (Hat) by compressing the advancement of TAM, its key applications, augmentations, confinements, what's more, reactions from a particular rundown of distributed articles on the model. Current perceptions show that despite the fact that TAM is a very referred to model, scientists impart blended insights with respect to hypothetical presumptions, and commonsense adequacy. It is inferred that exploration in TAM needs adequate meticulousness and pertinence that would make it a settled hypothesis for the IS people group

**Brosekhan, A. A., Velayutham, C. M., & Phil, M. (2013)** had looked into in this paperabout Administration is the most youthful of sciences and most seasoned of expressions and shopper conduct in administration is an extremely youthful teach. Different researchers and academicians focused on it at a substantially later stage. It was amid the 1950s, that showcasing idea created, and in this manner the need to concentrate the conduct of purchasers was perceived. Advertising begins with the requirements of the client and closures with his fulfillment. When everything spins round the client, then the investigation of customer conduct turns into a need. It begins with the purchasing of products. Products can be purchased separately, or in gatherings. Products can be purchased under worry (to fulfill a quick need), for solace and extravagance in little amounts or in mass. For this, trade is required. This trade is ordinarily between the vender and the purchaser.

**Abdul Baji and Chandra Sekhar N.D. (2013),** havefound that the buyer hardware industry has seen a one of a kind development in the course of recent years. This development can be credited to the expanding impact of best in class electronic gadgets available. The buyer gadgets industry is introducing the beginning of Merging. It is the conversion and converging of until now isolated markets of advanced based sound, video and data innovation, expelling section hindrances over the market and industry limits. This union of innovations has brought about a more noteworthy interest for purchaser gadgets, be they compact, in-home (cell phones, advanced camera) or in-auto (DVD players), offering different capacities. The upset achieved by Computerized innovation has empowered the customer hardware division to benefit from the developing communication of advanced applications, for example, Mobiles, Camcorders, portable PCs, Scratch pad, Tablet PCs LCD‟ LED‟s and so forth. It has additionally seen the development of versatile broadcast communications innovation, consolidating both advanced visual and computerized MP3 abilities. The PC business has likewise profited by having the capacity to advance into purchaser's front rooms. HDTV‟s, with VGA associations and SD/MMC card spaces, individual media players, and Microsoft-based Media Center PCs have pushed the two ventures significantly nearer together than some time recently.

**Rajaselvi, K. (2011)** has looked into about Purchaserconduct is an investigation of how people settle on choice to spend their accessible assets (time, cash and exertion) on utilization related things (what they purchase, why they purchase, When they purchase, Where they purchase, How frequently they purchase and utilize an item or administration). With the expanding discretionary cash flow populace, their per capita utilization of electronic merchandise and different items is expanding. They are burning of enhancing their way of life with the sterile and sensibly amazing items and get rid of the spurious and sub-standard items being provided to them. They merit quality items, amend data about an item and an entryway step conveyance. It is commented that the business sectors were created not on account of the activities of Indian advertisers but rather the "Draw' from the purchasers expending framework itself. In prior circumstances, advertisers could comprehend buyers through the everyday experience of pitching to them. However, the development in the span of firms and markets has expelled many showcasing leaders from direct contact with clients. Regardless of the fundamental attributes of buyers the conduct example of buyers is pretty much like each other, especially in the viewpoints like quality, inclination and basic leadership. Be that as it may, it is clear that the present ways to deal with draw the consideration of clients are not sufficient. The shoppers are specific about the fitting arrangement of dissemination and thus there is an incredible requirement for change in the appropriation framework.

## III. RESEARCH APPROACH

- **Type**

The study is a descriptive research which collected data from the past happening without manipulating or intervening in the study environment.

The current status of use and awareness of the security surveillance systems were studied with the identified parameters as it existed. The survey was done in randomly chosen areas from Coimbatore – Tirupur Composite Districts.

The survey was done with the institutional buyers with purposive sampling that covered Pollachi, Tirupur, Mettupalayam and Coimbatore city.

- **Population**

The proprietors of the institutions or the in-charge of purchase department in organizations and institutes that included schools, colleges, hospitals, construction buildings, office buildings, shopping complexes, etc. formed the population.

- **Reliability Analysis**

The researchers devised a questionnaire based on the literature survey. The scales were framed and fine-tuned keeping the objectives of research in mind. The scales developed were checked through a pilot survey before the start of the main survey for its reliability. The Cronbach's alpha value is 0.712 and thus the scales developed are reliable.

**Table - I:Reliability Statistics**

| Cronbach's Alpha | Number of Items |
|---|---|
| 0.712 | 22 |

The researchers enumerated the data from the respondents using the questionnaire method that collected primary data.

- **Sampling Methodology**

Around 300 respondents were chosen. A purposive sample of 300 institutions, builders, restaurants and showrooms in Coimbatore district was selected and a primary data was collected through direct filling of questionnaire by the respondents. The sampling method used was non-probability sampling method. The technique used in this research was purposive sampling. For this study, the data collection was done by with the intention of the respondent being a prospective buyer. The elements in the sample included educational institutions, hotels, showrooms and builders in and around Coimbatore and Tirupur Cities. A Structured questionnaire was designed and using that questionnaire data was collected from the respondents.

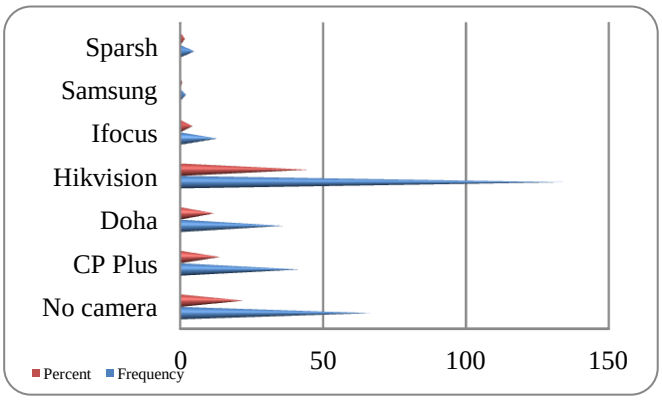
## IV. ANALYSIS AND INTERPRETATION

- **PERCENTAGE ANALYSIS**

**Table - II: Camera Brand Usage**

| Sl. No | CCTV Brands | Frequency | Percent |
|---|---|---|---|
| 1 | No camera | 67 | 22.3 |
| 2 | CP Plus | 42 | 14.0 |
| 3 | Doha | 36 | 12.0 |
| 4 | Hikvision | 135 | 45.0 |
| 5 | Ifocus | 13 | 4.3 |
| 6 | Samsung | 2 | 0.7 |
| 7 | Sparsh | 5 | 1.7 |
| | **Total** | **300** | **100.0** |

**Fig. 1.Distribution of Cctv Brands in Coimbatore**

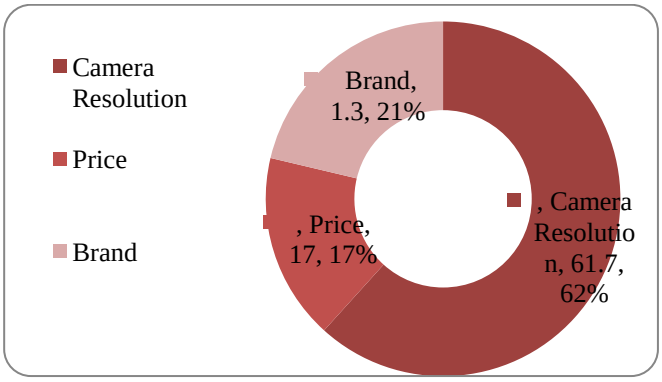



Hikvision is the Brand which was mostly used by the customers. Next to that CP Plus and Doha Comes in to 2nd and 3rd position. It is worthy to note that some of the institutions has not bought any cameras for security surveillance which is 22.3 %.

**Table - III: Influencing Attributes**

| S.No. | Attributes | Frequency | Percent |
|---|---|---|---|
| 1 | Camera Resolution | 185 | 61.7 |
| 2 | Price | 51 | 17.0 |
| 3 | Brand | 64 | 21.3 |
| | **Total** | **300** | **100.0** |

**Fig. 2.Attributes influencing Purchase**




Camera resolution is the most influencing parameter while purchasing the camera. Next to that Brand and Price was the influencing parameter towards purchasing the camera.

- **AHD VS IP CAMERA**

AHD CCTV is an analog high definition closed-circuit television video surveillance standard that uses coax cable to transmit HD video from security cameras. They are connected to DVRs as done in the traditional analog CCTVs. Whereas the IP cameras require a network video recorder that serves much the same purpose. People could prefer IP cameras since the network camera systems are flexible and scalable. Hence a comparison on usefulness of ADP Vs IP was done using descriptive statistics.

**Table - IV: Perceived Usefulness of AHD and IP Cameras**

| | AHD Cable | IP Internet |
|---|---|---|
| N | 300 | 300 |
| Min | 1 | 1 |
| Max | 5 | 5 |
| Mean | 3.08 | 3.89 |
| Std. Deviation | 0.907 | 1.072 |
| Variance | 0.823 | 1.148 |
| Skewness | 0.139 | -0.797 |
| Kurtosis | -0.609 | -0.231 |

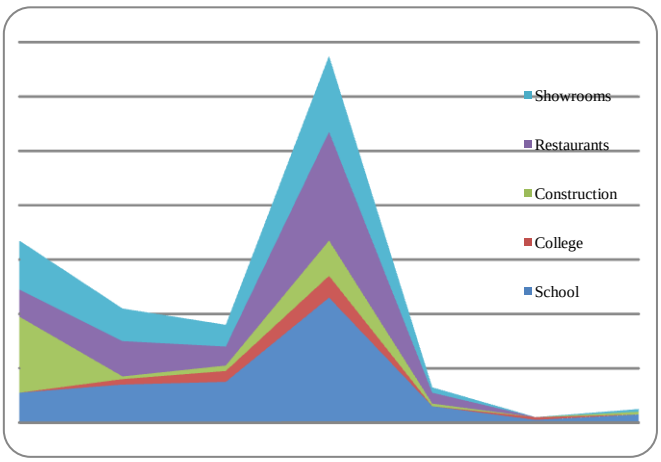
The usefulness of AHD system is near normally distributed whereas the IP Internet the data is skewed to the left. Both the variables have a less than 3 kurtosis value and so it is platykurtic. A platykurtic value refers to the distribution of more values in the tail area. The average customer rating for IP-Internet was high when compared to the AHD cable CCTV. Customers find IP Internet more useful than the AHD CCTV. The above table also reveals that there is a high variance in the observed values of IP Internet. This analysis gives a fair understanding of the market's comparative perception on AHD Cable and IP Internet surveillance cameras.

- **CROSS TABULATION**

**Table - V: Distribution of Institutional Buyers across Brands**

| Brand Name | No Camera | CP Plus | Doha | Hikvision | Ifocus | Samsung | Sparsh | Total |
|---|---|---|---|---|---|---|---|---|
| **School** | 11 | 14 | 15 | 46 | 6 | 1 | 3 | 96 |
| **College** | 0 | 2 | 4 | 8 | 0 | 1 | 0 | 15 |
| **Construction** | 28 | 1 | 2 | 13 | 1 | 0 | 1 | 46 |
| **Restaurants** | 10 | 13 | 7 | 40 | 4 | 0 | 0 | 74 |
| **Showrooms** | 18 | 12 | 8 | 28 | 2 | 0 | 1 | 69 |
| **Total** | **67** | **42** | **36** | **135** | **13** | **2** | **5** | **300** |

**Fig. 3.Distribution of Institutional Buyers across Brands**




The fig.3 and table V depicts that Hikvision brand is the widely used brands across different types of customers. There are more number of schools which has invested in security surveillance cameras than the other business establishments like showrooms or restaurants.

- **CHI SQUARE TEST**

**SECTOR WITH INFLUENCING ATTRIBUTES**

*H0: There is no association between the Sector and Influencing attributes towards buying the camera.*

*H1: There is association between the Sector and Influencing attributes towards buying the camera.*

**Table - VI: Sector Vs Influencing Attributes**

| | Value | df | Sig. |
|---|---|---|---|
| **Pearson Chi-Square** | 24.319a | 8 | .002 |
| **Likelihood Ratio** | 23.079 | 8 | .003 |
| **Linear-by-Linear Association** | 1.350 | 1 | .245 |
| **N of Valid Cases** | 300 | | |

Since P Value is less than 0.05. Hence reject null hypothesis. Therefore, there is association between the Sector and Influencing parameter in buying. Hence the Influencing parameter towards buying the camera is dependent on the Sector.

**SECTOR WITH LIFE CYCLE**

*H0: There is no association between the Sector and expected life cycle of the camera.*

*H1: There is association between the Sector and expected life cycle of the camera.*

**Table - VII: Sector with Life Cycle**

| | Value | df | Sig. |
|---|---|---|---|
| **Pearson Chi-Square** | 8.028a | 8 | .431 |
| **Likelihood Ratio** | 9.201 | 8 | .326 |
| **Linear-by-Linear Association** | .224 | 1 | .636 |
| **N of Valid Cases** | 300 | | |

Since P Value is greater than 0.05. Hence accept null hypothesis. Therefore, there is no association between the Sector and expected life cycle. Hence the expectation towards the life cycle of the camera is independent on the sector.

**SECTOR WITH MEMORY CAPACITY**

*H0: There is no association between the Sector and expected memory capacity.*

*H1: There is association between the Sector and expected memory capacity.*

**Table - VIII: Sector Vs Memory Capacity**

| | Value | Df | Sig. |
|---|---|---|---|
| **Pearson Chi-Square** | 31.624a | 12 | .002 |

| | | | |
|---|---|---|---|
| **Likelihood Ratio** | 27.986 | 12 | .006 |
| **Linear-by-Linear Association** | .014 | 1 | .906 |
| **N of Valid Cases** | 300 | | |

Since P Value is less than 0.05. Hence reject null hypothesis. Therefore, there is association between the Sector and expected memory capacity. Hence the sector in which the customer is operating influences the expected memory capacity. The requirement of memory capacity is crucial for some of the industries in fixed asset intensive companies.

### SECTOR'S DEPENDENCY ON CAMERA PRICE

*H0: There is no association between the Sector and expected price per camera.*

*H1: There is association between the Sector and expected price per camera.*

**Table - IX: Sector's Dependency on Camera Price**

| | Value | Df | (2-sided) |
|---|---|---|---|
| **Pearson Chi-Square** | 6.388a | 8 | .604 |
| **Likelihood Ratio** | 6.648 | 8 | .575 |
| **Linear-by-Linear Association** | .017 | 1 | .897 |
| **N of Valid Cases** | 300 | | |

Since P Value is greater than 0.05. Hence accept null hypothesis. Therefore, there is no association between the Sector and expected price per camera. Hence the expectation towards the price of the camera is independent on the Sector.

- **CORRELATION**

**Table - X: Correlation between Indoor & Dome Model**

| Variables | | Indoor | Dome |
|---|---|---|---|
| **Indoor** | Pearson Correlation | 1 | |
| | Sig. (2-tailed) | | |
| | N | 300 | |
| **Dome** | Pearson Correlation | .777** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |

Since the coefficient of correlation is strong and positive between the 'Indoor' and 'Dome Model' variables. The indoor users and the dome type camera model users are related strongly in their attributes.

**Table - XI: Correlation between Outdoor & Bullet Model**

| | | Outdoor | Bullet |
|---|---|---|---|
| **Outdoor** | Pearson Correlation | 1 | |
| | Sig. (2-tailed) | | |
| | N | 300 | |
| **Bullet** | Pearson Correlation | .732** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |

Since the Correlation value is 0.732 is greater than 0.5. There is strong and positive correlation between the outdoor users and the bullet type camera model user.

**Table - XII: Correlation between Power Saving and Innovativeness**

| | | Power Saving | Innovative |
|---|---|---|---|
| **Power Saving** | Pearson Correlation | 1 | |
| | Sig. (2-tailed) | | |
| | N | 300 | |
| **Innovative** | Pearson Correlation | .152** | 1 |
| | Sig. (2-tailed) | .008 | |
| | N | 300 | 300 |

Since the Correlation value is 0.152 is less than 0.5. There is very weak correlation between the power saving preference and the innovative product preference.

**Table - XIII: Between Safety Factor and the Crime Reduction Factor**

| | | Safe Protect | Reduce Crime |
|---|---|---|---|
| **Safe Protect** | Pearson Correlation | 1 | |
| | Sig. (2- tailed) | | |
| | N | 300 | |
| **Reduce Crime** | Pearson Correlation | .541** | 1 |
| | Sig. (2- tailed) | .000 | |
| | N | 300 | 300 |

Since the correlation value is 0.541. There is strong and positive correlation between the Safety factor and the Crime reduction factor.

**Table - XIV: Correlation between Established integrator & Warrantee**

| | | Estab vs Local | Warrantee |
|---|---|---|---|
| **Estab vs Local** | Pearson Correlation | 1 | |
| | Sig. (2-tailed) | | |
| | N | 300 | |
| **Warrantee** | Pearson Correlation | .617** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 300 | 300 |

Since the correlation value is 0.617. Hence there is strong and positive correlation between warrantee factor and the established integrator.

- **DIMENSION REDUCTION**

**Table - XV: Sampling Adequacy and Correlation**

| | | |
|---|---|---|
| **Kaiser-Meyer-Olkin Measure of Sampling Adequacy.** | | **.549** |
| **Bartlett's Test of Sphericity** | **Approx. Chi-Square** | **1508.654** |
| | **Df** | **105** |
| | **Sig.** | **.000** |

Table reveals that the sample size is adequate and BTS test has signifies the suitability of the responses collected for the research study.

**Table - XVI: Total Variance Explained**

| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.985 | 19.903 | 19.903 | 2.985 | 19.903 | 19.903 | 2.830 | 18.870 | 18.870 |
| 2 | 2.209 | 14.729 | 34.631 | 2.209 | 14.729 | 34.631 | 2.019 | 13.457 | 32.327 |
| 3 | 2.014 | 13.424 | 48.056 | 2.014 | 13.424 | 48.056 | 1.834 | 12.226 | 44.552 |
| 4 | 1.377 | 9.179 | 57.235 | 1.377 | 9.179 | 57.235 | 1.540 | 10.265 | 54.818 |
| 5 | 1.193 | 7.951 | 65.186 | 1.193 | 7.951 | 65.186 | 1.365 | 9.102 | 63.920 |
| 6 | 1.067 | 7.111 | 72.296 | 1.067 | 7.111 | 72.296 | 1.256 | 8.376 | 72.296 |

*Extraction Method: Principal Component Analysis.*

Table reveals the extraction of 6 factors with eigen values more than 1 and the total variance explained by all the 7 factors is 72 percent.

**Table - XVII: Rotated Component Matrix**

| | Component | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CCTV Helpful | .195 | .521 | -.141 | .544 | .317 | -.094 |
| Estab vs Local | .078 | .879 | -.072 | .066 | -.073 | .036 |
| High Price High Qlty | .193 | .483 | .384 | .342 | -.123 | .055 |
| Indoor | .860 | .047 | -.021 | -.021 | -.170 | .282 |
| Outdoor | .834 | .052 | .047 | -.039 | .313 | -.195 |
| Dome | .788 | .041 | -.075 | -.040 | -.167 | .302 |
| Bullet | .782 | -.002 | .061 | -.051 | .197 | -.262 |
| AHD Cable | -.072 | .027 | -.014 | .818 | -.242 | .143 |
| IP Internet | -.230 | -.128 | .284 | .618 | .335 | -.025 |
| Safe Protect | .049 | -.067 | .768 | -.113 | .227 | -.017 |
| Reduce Crime | -.040 | -.060 | .798 | .146 | .057 | -.065 |
| Power Saving | -.042 | .084 | .561 | .086 | -.262 | .488 |
| Technology | .073 | -.017 | -.048 | .072 | .268 | .816 |
| Innovative | .073 | .012 | .150 | -.027 | .825 | .187 |
| Warrantee | -.086 | .838 | -.044 | -.136 | .059 | -.017 |

*Extraction Method: Principal Component Analysis.*
*Rotation Method: Varimax with Kaiser Normalization.*
*a. Rotation converged in 8 iterations.*

The factors were rotated using Varimax with Kaiser Normalisation for factor loadings.

**Table - XVIII: Component Matrix**

| | Component | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| PercUse CCTV | | .505 | | | | |
| Brand Establishment | | | -.635 | | | |
| Hi Price Hi Qlty | | .609 | | | | |
| Indoor | .825 | | | | | |
| Outdoor | .815 | | | | | |
| Dome | .759 | | | | | |
| Bullet | .729 | | | | | |
| AHD Cable | | | | | | |
| IP Internet | | .542 | | | | |
| Safe Protect | | | .627 | | | |
| Reduce Crime | | | .562 | | | |
| Power Saving | | | | | | |
| Technology | | | | | | .686 |
| Innovativeness | | | | | | .504 |
| Warrantee | | | -.580 | | | |

*Extraction Method: Principal Component Analysis.*
*a. 6 components extracted.*

- Factor 1 → Perceived Use CCTV, Quality, IP Internet Technology → Perceived Use
- Factor 2 → Indoor, Outdoor, Dome Type, Bullet Type → Perceived Ease of Use
- Factor 3 → Brand, Pdt Safety, Crime Reduction, Warantee → Product Consistency
- Factor 4→ Power Saving, Innovativeness → Product Expectation

The exploratory factor analysis using varimax rotation has confirmed four factors and the customer expectations on each factor were measured through this study. Principal component analysis has explored and reduced 13 variables into 4 factors.

## V.SUGGESTIONS

With the growing intensity of urbanization and nuclear families the need for security surveillance systems are on the rise these days. Since camera resolution is the most influencing parameter while purchasing the camera, the players in this industry can give the latest technology on the same and can be projected to the customers when preparing a promotional content. Brand reputation is more significant in the consumer durable sector. This research reveals the importance of brand reputation in purchase decision. Even price factor was found to be only next to the brand reputation factor that influences the purchase decision. So, it is suggested that the players in this industry can concentrate on building the brand reputation. The fundamental block of brand reputation is the first 'P' of marketing mix- The Product. As the product involves knowledge of information communication technology, the after sales service and follow up is vital. The brand reputation can be more strongly built on these aspects rather than promotional aspects.

The Influencing Parameter and expectation towards the memory capacity of the camera are dependent on Sector of the Company. So, these factors are varied based on the Sector of the company. The customer prefers to buying from established integrator are also preferring warrantee feature of the product. So, the company should contact the established integrator to increase the sales

## VI. CONCLUSIONS

There is doubtlessly the nearness of such security surveillance cameras representing a huge increment in the level of reconnaissance in individuals' everyday lives. It is vital to guarantee, in this manner, that open support for CCTV around the local area focuses is not underestimated. Specifically, it ought to be perceived that any manhandle or saw mishandle of CCTV may influence open support for these plans. Individuals are basically worried about who oversees controlling the frameworks and the route in which the frameworks are utilized.

In this sense, these worries are less about the cameras essentially, and are more about the fairness and responsibility of the general population and associations utilizing these frameworks, and how they are utilizing the data they are getting. Analyst portrays the conclusion in view of the targets of this review. To begin with goal is to comprehend the utilization/need of CCTV camera it was watched that the use or need of CCTV camera by the client is to Strengthen of Security took after by Government Compulsion and Problems with Existing System. Second target is to comprehend the Influencing parameter for acquiring of CCTV cameras. It was watched that the essential influencing parameter for buying of CCTV is determination trailed by cost and brand of CCTV. It was additionally watched that sort of camera assumes a crucial part in deciding expected life cycle of CCTV. The advertisements are not much helpful towards purchasing the CCTV camera. Agents and engineers are the most influencers towards purchasing the CCTV camera.

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