Research Paper Management

Customer influencing parameter for purchasing of CCTV with special reference to service industry in India

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ABSTRACT

This paper examines the purchasing parameters of closed-circuit television (CCTV) system by service sector in India. CCTV systems and other similar technology tools are now being widely applied in most service industries, such as on buses (Poyner, 1988), in parking lots (Tilly, 1993), in small businesses (Hearnden, 1996), and in public places (Hier, 2004), to ensure a high level of security and crime detection (Norris & McCahill, 2006). For the service industries, it is the service providers' responsibility to use notices for reminding shoppers that CCTV is being used, in order to avoid infringing on their right to privacy. The crucial question of this study is to understand the usage/need of CCTV camera and also to understand the iinfluencing parameter for purchasing of CCTV cameras by service sector in India. In this research paper researcher basically focused on the need of CCTV camera and the influencing parameter for purchasing of CCTV camera by service sector. To analyze all the data, different techniques has been used like regression, coefficients, one-way ANOVA, chi-square test, lambda and contingency coefficient. For this, SPSS v16.0 software package has been used. It was observed that the need of CCTV has significant impact on influencing parameters for purchasing CCTV. It was also observed that the need of CCTV has significant impact on type of cameras and the need of CCTV has significant impact on expected storage capacity.

Keywords : Customer influencing parameter, Closed circuit television camera.

Introduction:

Closed circuit television (CCTV) cameras are becoming a very common feature of public life. They can be found in shopping facilities, town centre streets, banks, building societies, car parks, schools and colleges, transport facilities and housing estates. The presence of CCTV cameras within shopping centers is very common. Centre managers often install cameras as part of an overall management package which deals with a range of activities, including criminal and anti-social behaviour. In an attempt to match the standards set by shopping centers, many local authorities have installed or are planning to install CCTV cameras in their town centre streets. A recent estimate indicated that over 200 areas across the country, ranging from metropolitan cities to small market towns, have installed or are planning CCTV systems (Clarke 1994). With rapidly increasing urbanization and economic liberalization, the criminal activities at different levels of the society have become a common practice in **India**. Moreover, the growing incidences of terrorist attacks have significantly changed the perception of Indian consumer for better and advanced safety and security needs. The frightening terrorist attack in Mumbai on November 26, 2008 indicates to a clear need of deploying and upgrading security equipments to modern and hi-tech across the country. Closed Circuit Television (**CCTV**) has emerged as the most viable solution for security surveillance in the Indian electronic security market, says our latest research report "Indian **CCTV** Market Analysis". The research has estimated that the Indian electronics security market valued around Rs. 1600 Crore in 2008 and **CCTV** accounted for more than a third of this market. This segment has been growing at a much faster rate than other segments such as access control, intrusion alarm or fire detection alarm. Our end-user analysis points out that at present the government/ public sector demand remains high for overall security systems followed by industrial and commercial sector. However, it is found that the demand for electronics security systems from residential sector will outpace the growth in other end-users segments. Special events such as Commonwealth Games 2010 will also add growth to the Indian **CCTV** market, which is forecasted to grow at a CAGR of more than 34% during 2010-2012. "Indian **CCTV** Market Analysis" contains an extensive research and rational analysis of the **CCTV** market in **India**. It offers comprehensive study of the factors which are driving up the demand for **CCTV** surveillance systems in the country coupled with the steps taken by the government to deal with security threats. The report briefly explains the electronic security market demand across various end-user segments and how is it important for the **CCTV** players. Besides, the report talks about key geographical market where demand for surveillance systems will boom in near future along with analysis of key players in the Indian **CCTV** market.

Literature review:

Accoring to Professor Philip M. Parker in his research paper on the 2011-2016 Outlook for Closed-Circuit Television (CCTV) and Video Surveillance Equipment in India that the latent demand for closed-circuit television (CCTV) and video surveillance equipment in India is estimated to be $542.6 million in 2011. The distribution of the latent demand (or potential industry earnings) in India, however, is not evenly distributed across regions. Maharashtra is the largest market with $73.8 million or 13.60 percent, followed by Uttar Pradesh with $62.9 million or 11.60 percent, and then Gujarat with $44.7 million or 8.23 percent of the latent demand in India. In essence, if firms target these top 3 regions, they cover some 33.43 percent of the latent demand for closed-circuit television (CCTV) and video surveillance equipment in India.

Dublin - Research and Markets has announced the addition of the "Global **CCTV** Market Analysis (2008-2012)" report to their offering. "Global **CCTV** Market Analysis (2008-2012) says that with increasing safety and security concerns worldwide, the global **CCTV** market is gaining momentum and is emerging as a big opportunity area for the local as well as foreign **CCTV** players, distributors and operators all across the world. This report provides in-depth research and analysis on the present performance and future prospects of the **CCTV** market at global and country level. It predicts the future direction of the market that is based on the growth of base drivers, like security needs and technological developments, thus helping the clients to analyze the opportunities and factors critical to the market success. This research study gives

an overview on the market performance of North America, Europe, Asia-pacific and rest of the world. Also, it profiles countries like US, Canada, Mexico, UK, Germany, Russia, France, Japan, Hong Kong, Philippines, China, Thailand, Malaysia, Vietnam, Singapore, Indonesia, Taiwan, **India**, Australia and other countries. Key Research Highlights includes, the global **CCTV** market (including both analog and IP-based **CCTV**) grew at a CAGR of 24.28% in 2007 over 2006 and is forecasted to grow at a CAGR of approx 23% from 2008 to 2012. The global demand for **CCTV** systems is escalating at a faster pace due to a robust growth in the IP-based **CCTV** surveillance systems as compared to the analog ones. In 2006, North America and Europe accounted for more than 85% of the global **CCTV** market. It is expected that major demand for **CCTV** systems will come from the Asia-Pacific region in future. Intelligent video surveillance system is emerging as a new trend that is driving the video surveillance software market. Various sectors like retail, healthcare and transportation represents the opportunity areas for the global **CCTV** market.

The studies on the relationship between customers' perception based on service environmental cues and individuals' evaluations and behaviours have been conducted extensively (Donovan & Rossiter, 1982; Hightower, Brady, & Baker, 2002). Bitner (1992) indicated primary dimensions of the retailing environment (ambient conditions, spatial layout and functionality, and signs, symbols, and artefacts) that influence a customer's whole perception of the retailing environment, and resulting in their subsequent internal and external responses. CCTV notices could be regarded as one of the environmental cues in the commercial service settings. However, the relationship between CCTV notices and customers' service expectations and purchase intent in the service environments, and what types of CCTV notices are useful for conveying the right messages to the customers, all have not been investigated.

Customers are often required to make judgments and purchase decisions about products on the basis of limited or incomplete information. Because complete information is rarely available to consumers, it is important to understand how consumers respond and adapt to incomplete information. The previous research has shown that when evaluating an option with missing information, consumers often use available data on the option to make inferences about the missing piece of information and then use both the inferred and available information in forming their evaluations (Johnson & Levin, 1985). Individuals infer values for the missing information on the basis of perceived relationships between available and missing attributes, relying on their past experiences to form these relationships (Huber & McCann, 1982; Yamagishi & Hill, 1981).

The prime justifications for public CCTV systems are crime reduction, anti-terrorism, and public safety (Nunn, 2003). However, there were few studies focusing on the effects of CCTV notices in service industries. An important issue here is whether framing a course of action in terms of the moderately versus the negatively worded notices might affect shoppers' reactions to the existence of a CCTV system.

In applying the study of the physical environment to service industries, Baker (1986) argued that service consumers are largely influenced by tangible cues (such as the physical environment) due to the lack of direct physical contact during a service encounter. However, Bitner's (1992) study had focused on the effects of the physical surroundings on the behaviours of service employees and customers. Donovan and Rossiter (1982) also provided empirical evidence that the pleasure, arousal, and dominance derived from the physical environment influence retail outcomes such as the enjoyment of shopping, the time spent on browsing the store's environment, the willingness to talk to employees, the tendency to spend more money than originally planned, and the likelihood of returning to the store. Similarly, Baker, Grewal, and Levy (1992) found that the store environment plays a role in customers' willingness to buy. Recently, the service managers concern with patronage and repatronage is now an important topic of marketing research (Hart, Farrell, Stachow, Reed, & Cadogan, 2007; Machleit, Meyer, & Eroglu, 2005). If a consumer was treated in a fashion that he/she might become angry (i.e. the negative CCTV notices) when in a commercial service setting, recall of that store might evoke the negative effect. This negative effect could, in turn, result in reduced approach behaviors expressed by lower future purchase intentions (Barry, Mitch, & James, 2004). Past empirical research has little to suggest that CCTV notices affect consumer purchase intent (i.e. the intentions to purchase a service offering or to patronize a service firm). The evidence reviewed above would suggest that customers are more likely to purchase a service when the moderately worded CCTV notices have been employed in commercial service environments than the negatively worded CCTV notices have been employed in commercial service environments.

Objective of research:

1. To understand the usage/need of CCTV camera by service sector in India
2. To understand the Influencing parameter for purchasing of CCTV cameras

Hypothesis of research:

1. Need of CCTV has significant impact on influencing parameters for purchasing CCTV
2. Need of CCTV has significant impact on type of cameras
3. Need of CCTV has significant impact on expected storage capacity of CCTV

Research Methodology:

For any research; deciding the sample size and sampling technique is an important part. There are various methods for deciding the sample size. For this study, the data collection was done by random sampling and the sample size is 55 service industries in pune city. A survey was conducted, consisting of a sample of randomly selected service industries which install CCTV camera in various MIDC area in pune which includes Bhosari, Chakan, Kothrud, Ranjangaon, Hinjewadi etc. Researcher used questionnaire method for collecting primary data. The questions were framed keeping in mind the objectives of research. A simple random sample of 55 service industries in pune city was selected and a primary data was collected through direct filling of questionnaire by the respondents. To analyze all the data different techniques has been used by the researcher which mainly includes regression, coefficients, one-way ANOVA, chi-square test, lambda and contingency coefficient. For this, SPSS v16.0 software package has been used.

Data Analysis :

1. Usage or need of cctv camera

Need of CCTV camera					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Compulsion	14	25.5	25.5	25.5
	Strengthening of Security	29	52.7	52.7	78.2
	Problems with Existing System	12	21.8	21.8	100.0
	Total	55	100.0	100.0	

From the above analysis it is observed that the usage or need of cctv camera by the customer is to Strengthening of Security (29/55) followed by Government Compulsion (14/55) and Problems with Existing System (12/55).

2. Influencing parameter for purchasing CCTV versus expected price per camera

		EXPECTED PRICE PER CAMERA				Total
		Rs. 5000-15000	Rs. 15000-50000	Rs. 50000-80000	Rs. 80000+	
INFLUENCING PARAMETERS-FOR PURCHASING CCTV	Resolution	22	7	0	0	29
	Price	0	7	6	9	22
	Brand	0	0	0	4	4
Total		22	14	6	13	55

A bivariate cross-tabulation has been done by combining the two variables, influencing parameter for purchasing CCTV and expected price per camera, and tabulating the data together. Though it is not necessarily a fact that the independent variable (influencing parameter for purchasing CCTV) causes a change in the dependent variable (expected price per camera), direct effect is an assumption made based on information extracted from the database of companies. At 95% confidence level, researcher tests the level of significance of association between influencing parameter for purchasing CCTV and expected price per camera. These two variables are cross-tabulated for 55 observations. A cross-tabulation with a Chi-squared test was requested from the computer SPSS package, the output of which is shown in the following tables.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.612a	6	.000
Likelihood Ratio	62.951	6	.000
Linear-by-Linear Association	38.097	1	.000
N of Valid Cases	55		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .44.			

Directional Measures						
			Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.475	.072	4.970	.000
		INFLUENCING PARAMETERS FOR PURCHASING CCTV Dependent	.577	.097	4.541	.000
		EXPECTED PRICE PER CAMERA Dependent	.394	.085	4.126	.000

The Chi-squared test revealed the significant association between the influencing parameter for purchasing CCTV and expected price per camera. From the Chi-squared test output table, we see that a significance level of 0.0001 (Pearson's) has been achieved. This means Chi-squared test is showing a significant association between the above two variables at 95% confidence level (100-0.01).

Thus, researcher conclude that at 95 % confidence level the influencing parameter for purchasing CCTV and expected price per camera are associated significantly with each other. From the obtained contingency coefficient (C) of 0.689, it can be inferred that the association between dependent and independent variable is significant as the value 0.689 is closer to 1 than to 0. Also from the lambda asymmetric value of 0.475 we conclude that there is moderate level of association between the two variables. This lambda value tells us that there is an 47.5% reduction in predicting expected price per camera when we know influencing parameter for purchasing CCTV. This leads us to conclude that influencing parameter for purchasing CCTV plays a vital role in determining expected price per camera.

3. Type of camera versus expected life cycle of CCTV

A bivariate cross-tabulation has been done by combining the two variables, type of camera and expected life cycle of CCTV, and tabulating the data together. Though it is not necessarily a fact that the independent variable (type of camera) causes a change in the dependent variable (expected life cycle of CCTV), direct effect is an assumption made based on information extracted from the database of companies. Researcher wanted to test at 95% confidence level, what is the level of significance of association between types of camera and expected life cycle of CCTV.

These two variables are cross-tabulated for 55 observations. A cross-tabulation with a Chi-squared test was requested from the computer SPSS package, the output of which is shown in the following tables.

		EXPECTED LIFE CYCLE OF CCTV				Total
		1-3 Yrs.	3-5 Yrs.	5-8 Yrs.	8+ Yrs.	
TYPE OF CAMERAS	Analog Camera	9	2	0	0	11
	Digital Camera	0	7	4	0	11
	IP Digital Camera	0	0	13	3	16
	IP Digital MP Camera	0	0	0	17	17
Total		9	9	17	20	55

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.066E2a	9	.000
Likelihood Ratio	105.254	9	.000
Linear-by-Linear Association	48.022	1	.000
N of Valid Cases	55		
a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is 1.80.			

Directional Measures						
			Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.753	.075	6.875	.000
		TYPE OF CAMERAS Dependent	.763	.069	7.832	.000
		EXPECTED LIFE CYCLE OF CCTV Dependent	.743	.082	5.857	.000

Symmetric Measures					
		Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.a
Nominal by Nominal	Contingency Coefficient	.812			.000
Interval by Interval	Pearson's R	.943	.017	20.634	.000c
Ordinal by Ordinal	Spearman Correlation	.942	.019	20.516	.000c
N of Valid Cases		55			

The Chi-squared test revealed the significant association between the type of camera and expected life cycle of CCTV. From the Chi-squared test output table, we see that a significance level of 0.0001 (Pearson's) has been achieved. This means Chi-squared test is showing a significant association between the above two variables at 95% confidence level (100-0.01).

Thus, researcher conclude that at 95 % confidence level the type of camera and expected life cycle of CCTV are associated significantly with each other. From the obtained contingency coefficient (C) of 0.812, it can be inferred that the association between dependent and independent variable is significant as the value 0.812 is closer to 1 than to 0. Also from the lambda asymmetric value of 0.753 we conclude that there is high level of association between the two variables. This lambda value tells us that there is a 75.3% reduction in predicting expected life cycle of CCTV when we know type of camera.

This leads us to conclude that type of camera plays a vital role in determining expected life cycle of CCTV.

Hypothesis Testing:

Hypothesis 1: Need of CCTV has significant impact on influencing parameters for purchasing CCTV, type of cameras and expected storage capacity of CCTV.

H_0 = Need of CCTV has no impact on influencing parameters for purchasing CCTV

H_1 = Need of CCTV has significant impact on influencing parameters for purchasing CCTV

Hypothesis 1.1:

H_{01} = Need of CCTV has no impact on type of cameras

H_{11} = Need of CCTV has significant impact on type of cameras

Hypothesis 1.2:

H_{02} = Need of CCTV has no impact on expected storage capacity of CCTV

H_{12} = Need of CCTV has significant impact on expected stor age capacity of CCTV

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
INFLUENCING PARAMETERS FOR PURCHASING CCTV	Between Groups	11.728	2	5.864	30.777	.000
	Within Groups	9.908	52	.191		
	Total	21.636	54			
TYPE OF CAMERAS	Between Groups	52.299	2	26.149	90.369	.000
	Within Groups	15.047	52	.289		
	Total	67.345	54			
EXPECTED STORAGE CAPACITY OF CCTV	Between Groups	52.690	2	26.345	112.113	.000
	Within Groups	12.219	52	.235		
	Total	64.909	54			

If the F probability value in the ANOVA table is less than 0.05, we reject null hypothesis (at the 95% confidence level) that need of CCTV has no impact on influencing parameters for purchasing CCTV, type of cameras and expected storage capacity of CCTV (H0, H01 and H02). From the output table for the one-way ANOVA, we see that the probability value of F is 0.000. Therefore, we reject the null hypothesis and conclude that need of CCTV has significant impact on influencing parameters for purchasing CCTV, type of cameras and expected storage capacity of CCTV (H1, H11 and H12).

Hypothesis 2: Influencing parameter for purchasing CCTV has significant impact on difficulties with existing system

H_0 = Influencing parameter for purchasing CCTV has no impact on difficulties with existing system

H_1 = Influencing parameter for purchasing CCTV has significant impact on difficulties with existing system

ANOVA					
DIFFICULTIES WITH EXISTING SYSTEM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.331	2	15.165	69.306	.000
Within Groups	11.379	52	.219		
Total	41.709	54			

If the F probability value in the ANOVA table is less than 0.05, we reject null hypothesis (at the 95% confidence level) that the influencing parameter for purchasing CCTV has no impact on difficulties with existing system (H0). From the output table for the one-way ANOVA, we see that the probability value of F is 0.000. Therefore, we reject the null hypothesis and conclude that the influencing parameter for purchasing CCTV has significant impact on difficulties with existing system (H1).

Hypothesis 3: Type of cameras has significant impact on difficulties with existing system

H_0 = Type of cameras has no impact on difficulties with existing system

H_1 = Type of cameras has significant impact on difficulties with existing system

ANOVA					
DIFFICULTIES WITH EXISTING SYSTEM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.768	3	13.589	736.370	.000
Within Groups	.941	51	.018		
Total	41.709	54			

If the F probability value in the ANOVA table is less than 0.05, we reject null hypothesis (at the 95% confidence level) that the type of cameras has no impact on difficulties with existing system (H_0). From the output table for the one-way ANOVA, we see that the probability value of F is 0.000. Therefore, we reject the null hypothesis and conclude that the type of cameras has significant impact on difficulties with existing system (H_1).

The correlation table shows all the pair wise correlations. The values in the correlation table are standardized and ranges from 0 to 1(positive and negative).We observe that all variables are highly correlated with each other ranging from 0.722 to 0.978. This means that we may have chosen a fairly good

set of independent variables. These correlations are one to one correlations of each variable with the others.

The correlation table also shows that independent variables are highly correlated with each other. This indicates that they are not independent of each other and none of them can be used to predict the dependent variable (influencing parameters for purchasing CCTV). Regression is helpful in eliminating some of the independent variables as all of them are not required. Some of them, being correlated with other variables, do not add any value to the regression model.

Correlation

		Need of cctv	Influencing parameters for purchasing cctv	Type of cameras	Expected life cycle of cctv	Expected price per camera	Difficulties with existing system	Expected storage capacity of cctv
Need of cctv	Pearson Correlation	1	.722**	.872**	.852**	.852**	.817**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55
Influencing parameters for purchasing cctv	Pearson Correlation	.722**	1	.779**	.747**	.840**	.838**	.752**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	55	55	55	55	55	55	55
Type of cameras	Pearson Correlation	.872**	.779**	1	.943**	.908**	.940**	.978**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	55	55	55	55	55	55	55
Expected life cycle of cctv	Pearson Correlation	.852**	.747**	.943**	1	.851**	.860**	.947**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	55	55	55	55	55	55	55
Expected price per camera	Pearson Correlation	.852**	.840**	.908**	.851**	1	.958**	.881**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	55	55	55	55	55	55	55
Difficulties with existing system	Pearson Correlation	.817**	.838**	.940**	.860**	.958**	1	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	55	55	55	55	55	55	55
Expected storage capacity of cctv	Pearson Correlation	.889**	.752**	.978**	.947**	.881**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	55	55	55	55	55	55	55
**. Correlation is significant at the 0.01 level (2-tailed).								

Regression Analysis :

The measure of strength of association in the regression analysis is given by the coefficient of determination denoted by R2. This coefficient varies between 0 and 1 and represents the proportion of total variation in the dependent variable that is accounted for by the variation in the factors. From the table, value of R2 is 0.730 which shows that 73.0% of the variation in influencing parameters for purchasing CCTV can be explained by the independent variables. We also note that the t-test for significance of individual dependent variables indicated that at the significance level of 0.05(confidence level 95%), none of the independent variable is statistically significant in the model.

COEFFICIENTSa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.378	.179		2.115	.040
	NEED OF CCTV	.076	.166	.083	.454	.652
	TYPE OF CAMERAS	-.213	.280	-.375	-.758	.452
	EXPECTED PRICE PER CAMERA	.179	.157	.340	1.140	.260
	DIFFICULTIES WITH EXISTING SYSTEM	.474	.259	.658	1.830	.073
	EXPECTED LIFE CYCLE OF CCTV	.169	.144	.291	1.174	.246
	EXPECTED STORAGE CAPACITY OF CCTV	-.071	.238	-.123	-.300	.765
a. Dependent Variable: INFLUENCING PARAMETERS FOR PURCHASING CCTV						

The regression model of the following form has been used by entering all the six variables in the model:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6$

Where Y = Influencing parameters for purchasing CCTV

In the output of regression model the value of B gives all the coefficients of the model which are as follows:

a = Constant = 0.378
X_1 = Need of CCTV = 0.076
X_2 = Type of cameras = -0.213
X_3 = Difficulties with existing system = 0.474
X_4 = Expected life cycle of CCTV = 0.169
X_5 = Expected price per camera = 0.179
X_6 = Expected storage capacity of CCTV = -0.071

These values can be substituted in the above equation to get the value of Y as follows –

Y (Influencing parameters for purchasing CCTV) = 0.378 + 0.076 * (Need of CCTV) – 0.213 * (Type of cameras) + 0.474 * (Difficulties with existing system) + 0.169 * (Expected life cycle of CCTV) + 0.179 * (Expected price per camera) – 0.071 * (Expected storage capacity of CCTV)

The equation we have obtained, mentioned above, means that influencing parameters for purchasing CCTV will increase if need of CCTV increases or if type of cameras decreases or if difficulties with existing system increases or if expected price per camera increases of if expected life cycle of CCTV increases or if expected storage capacity of CCTV decreases. The estimated increase in influencing parameters of CCTV for every unit increase or decrease in this variable is given by the respective variables.

There is one coefficient, expected storage capacity of CCTV variable, which does not make too much intuitive sense. If we decrease the expected storage capacity of CCTV, influencing parameters for purchasing CCTV is estimated to increase by 0.071. But, if we look at the individual variable t-tests, we find that coefficient of the independent variable expected storage capacity of CCTV is statistically not significant (significance level 0.765). Therefore, it is not to be used when interpreting regression, as it may lead to wrong conclusion. So, we conclude that none of the independent variable is statistically significant at 95% confidence level since sig T is more than 0.05.Therefore, we conclude that relationship of influencing parameters for purchasing CCTV with these independent variables is not statistically significant.

Conclusion:

There is no doubt that the presence of so many cameras does represent a significant increase in the degree of surveillance in people's daily lives. It is important to ensure, therefore, that public support for cctv in town centers is not taken for granted. In particular, it should be recognized that any abuse or perceived abuse of cctv may affect public support for these schemes. People are mainly concerned about who is responsible for controlling the systems and the way in which the systems are used (Honess and Channan 1992). In this sense, these concerns are less about the cameras per se, and are more about the impartiality and accountability of the people and organizations using these systems, and how they are using the information they are getting. Researcher depicts the conclusion based on the objectives of this study. First objective is to understand the usage/need of cctv camera it was observed that the usage or need of cctv camera by the customer is to Strengthening of Security followed by Government Compulsion and Problems with Existing System. Second objective is to understand the Influencing parameter for purchasing of cctv cameras. It was observed that the basic influcing parameter for purchasing of cctv is resolution followed by price and brand of cctv. It was also observed that type of camera plays a vital role in determining expected life cycle of cctv. It was also observed that the influencing parameters for purchasing cctv will increase if need of cctv increases or if type of cameras increases or if difficulties with existing system increases or if expected price per camera increases of if expected life cycle of cctv decreases or if expected storage capacity of cctv decreases.

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