A STUDY ON CUSTOMER PERCEPTION TOWARDS CCTV SECURITY SYSTEM

Riddhi Patel

Student at B. V. Patel Institute of BMC & IT, Uka Tarsadia University, Maliba Campus, Bardoli

Abstract

Perception is kind of monitoring tool that analysis the likeliness of customers towards product. Perception plays a major role in buyers' decision-making process. So it is important to study customer perception. The aim of this research is to study the perception of people towards CCTV Security System and to know the level of belief in CCTV capabilities. A total of 100 customers were investigated by structured questionnaires. The study shows that CCTV safety features influence the people most to install them in their residential area. Respondents also considers that CCTV system helps in catching the criminals. This study indicates a positive perception of customers towards CCTV security system.

INTRODUCTION

Fostering positive perceptions can help you build a "sustainable, loyal, and growing customer base". Customer perception is shaped by multiple variables, including direct and indirect interactions with your offerings. This research was formed with the objective is to study the perception of people towards CCTV Security System and to know the level of belief in CCTV capabilities. The measurement of perception reflects the opinion of customers towards CCTV security system. CCTVs are for providing protection to people. So to know what people thinks about CCTV security system this study was undertaken.

This study focuses on the customers' belief and opinion towards CCTV security system. It measures features and function of CCTV on five point Likert scale. Most of the respondents have shown positive attitude towards CCTV security system.

REVIEW OF LITERATURE

(Divya Singhal and V. Padhmanabhan, 2008) had conducted a study on A Study on Customer Perception Towards Internet Banking: Identifying Major Contributing Factors. The main aim of the study is to explore the major factors responsible for internet banking based on respondents' perception on various internet applications. In this study, they adopted descriptive survey research design. A sample

of 80 customers was selected for study. At last they concluded that out of total respondents' more than 50 % agreed that internet banking is convenient and flexible ways of banking and it also have various transaction related benefits.

(Muyeed, 2012) had conducted a study on Customer Perception on Service Quality in Retail Banking in Developing Countries - A Case Study. The main aim of the study is to evaluate the service quality in retail banking in the developing countries in general, and Bangladesh in particular. In this study, the researcher adopted descriptive survey research design. A sample of 250 customers were selected for study. At last he concluded that customers' perception has reached on highest in the Prompt and accuracy in transactions of the bank and lowest in the service of modern equipment and decor.

(Sunday Adewale Olaleye, Jari Salo, Ismaila Temitayo Sanusi & Adekunle O Okunoye, 2018) had conducted a study on Retailing Mobile App Usefulness: Customer Perception of Performance, Trust and Tension Free. The main aim of the study is to examine the mobile app usefulness in the context of retailing customers and to illuminate the retailers and other stakeholders to invest positively on mobile app market segment and to optimize their mobile app strategy for the betterment and advancement of their business. In this study, the researchers adopted descriptive survey research design. A sample of 235 customers were selected for study. At last they concluded that retailing mobile app features, performance and usages benefit the retailing customers most especially in social psychology.

(A. Ezhilarasi & Dr. G. Vijaya Kumar, 2016) had conducted a study on A Study on Customer Perception towards the Online Insurance Products in Chennai City. The main aim to find out whether the factors are influencing the customers to purchase the online insurance products in Chennai city and to examine whether the customers are satisfied about the online insurance products in Chennai city. In this study, the researchers adopted descriptive survey research design. A sample of 233 customers were selected for study. At last they concluded that factors are influencing the customers to purchase the online insurance products and customers are absolutely satisfied the online insurance products which is offered by the insurers.

(Wenhong Luo, Matthew J. Liberatore, Robert L. Nydick, Q B. Chung & Elliot Sloane, 2004) had conducted a study on Impact of process change on customer perception of waiting time: a field study. The main aim of the study is to examine how process changes affect customer perceptions on waiting and customer satisfaction. In this study, the researchers adopted descriptive survey research design. A sample of 206 customers were selected for study. At last they concluded that the new process improved customer waiting compared to the old process.

(Rezwan Mahmood & Sarif Mohammad Khan , 2014) had conducted a study on Impact of Service Marketing Mixes on Customer Perception: A Study on Eastern Bank Limited, Bangladesh. The main aim of the study is to investigate the impact of service marketing mixes on customer perception towards modern banking in Bangladesh. In this study, the researchers adopted descriptive survey research design. A sample of 315 customers were selected for study. At last they concluded that price, promotion, people and physical evidence were found to be statistically significant with customer perception.

RESEARCH METHODOLOGY

Problem Statement:

In today's world security have become main concern for each and every person whether it is online or in real world. From many years CCTV security system is playing vital role in providing security to people. So, I am studying the customers' perception towards CCTV security system.

Objectives:

To study the perception of people towards CCTV Security System.

To know the level of belief in CCTV capabilities.

Research Design:

The researcher has used descriptive research design while conducting this study.

Sources of Data:

Researcher has used both primary and secondary data for this study. Primary data was collected through questionnaire and secondary data was gathered from internet, journals and research papers.

Sampling Design:

Size of Population:

People living in Maroli are the population for this study.

Sampling Size:

Researcher is going to collect data from 100 customers.

Sampling Method:

For this research design, Non-Probability Sampling will be used by researcher. And under that, Convenience sampling is obtained because it relies on data collection from population members who are conveniently available to participate in study.

Data Collection Tool:

Data will be collected through a structured questionnaire.

DATA ANALYSIS

Collected data were analysed with the help of software package SPSS version-16. Statistical techniques like descriptive analysis, reliability analysis, exploratory factor analysis, confirmatory factor analysis were used to evaluate the service quality. Structural equation modelling (SEM) was used for data analysis.

Profile of the respondents

Table 1. Demographic Profile of Respondents (n = 100)

| Sr. No.	Characteristics	Categories	Percentage (%)
1.	Age	16 – 25	11
		26 – 35	47
		36 – 45	29
		45 – 55	11
		55 and above	2
2.	Gender	Male	79
		Female	21
3.	Occupation	Salaried Person	54
		Business Person	31
		Farmer	15
		Student	0
4.	Annual Income	50,000 – 1,00,000	0
		1,00,000 – 3,00,000	9
		3,00,000 – 5,00,000	25
		5,00,000 & above	66

Table 1 shows the demographic profile of the respondents involved in this study. As per the Table 1, out of 100 respondents, 79% were male and 21.7% were female. The collected data reveals that, in terms of occupation, 54% of the respondents were salaried person, 31% of the respondents were business person and 15% of the respondents were engage in farming activities. With reference to annual income of the respondents, 9% of the respondents' income were in the range between 1,00,000 to 3,00,000, 25% of

the respondents' income were in the range of 3,00,000 to 5,00,000, 66% of the respondents' income is above 5,00,000.

Table 2. Usage of CCTV security system (n = 100)

| Sr. No.	Question	Categories	Percentage (%)
1.	Are CCTV installed in your residential area?	Yes No	84 16
2.	Time period of using CCTV (n = 84)	Less than 1 year 1-2 year 2 – 4 year More than 4 year	7 38 42 13
3.	Enough CCTV installed in your residential area (n = 84)	Yes No	83 17

2.1. Are CCTV installed in respondents residential area?
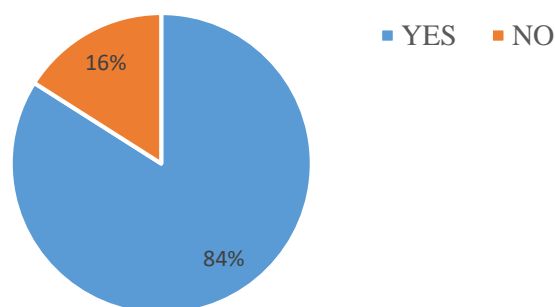
Above pie chart (2.1) shows that out of 100 respondents 84% of them have CCTV security installed at their residential area and the rest 16% have not installed CCTV security system at their residential area.

2.2 Time period of using CCTV (n=84)

- Less than 1 Year - 1 - 2 Year - 2 - 4 Year - More than 4 Years
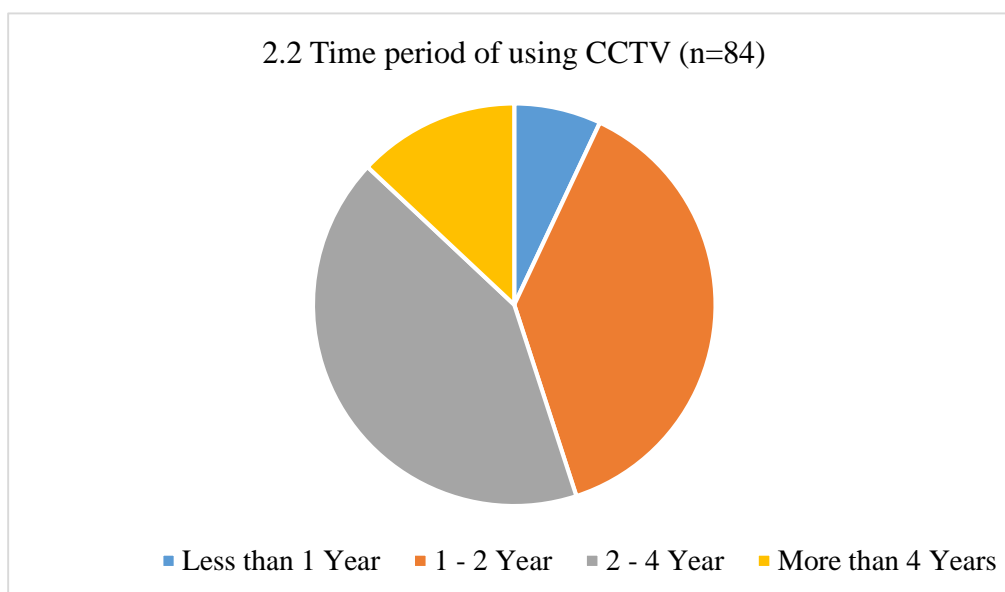
Those who were using CCTVs were further asked for how long they are using CCTV security system. The chart (2.2) shows 7% are using it for less than 1 year, 38% are using it for 1 – 2 years, 42% are using it for 2 – 4 years and rest 13% are using CCTVs for more than 4 years.

2.3 Enough CCTV installed in residential area?

- YES - NO
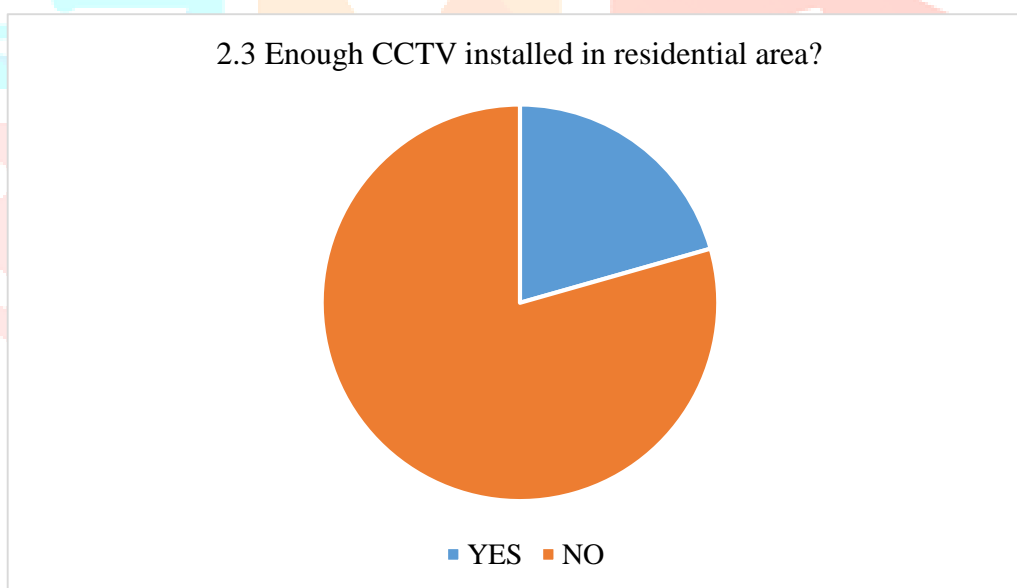
With reference to the using of CCTVs the respondents were also measured, if the CCTVs installed in their residential area are enough, out of which 83% says that the CCTVs installed in their residential area are enough while the other 17% denies as the CCTVs installed in their residential area are not enough which is clearly seen from chart (2.3).

Some basic questions regarding CCTV security system were asked to respondents and the answer was based on scale of five points, that is, **S.A. –** Strongly Agree, **A. –** Agree, **N.** – Neutral, **D.A.** – Disagree & **S.D.A.** – Strongly Disagree.

Table 3.1 Do you agree that installation of CCTV systems at public places is a good idea?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you agree that installation of CCTV systems at public places is a good idea?	100	1	2	1.05	.219
Valid N (listwise)	100				

Here the mean value is 1.05 which means that almost all the respondents strongly agrees that installation of CCTVs at public place is a good idea.

Table 3.2 Do you agree that CCTV systems are effective in catching criminals?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you agree that CCTV systems are effective in catching criminals?	100	1	2	1.10	.302
Valid N (listwise)	100				

Here the mean value is 1.10 which is nearer to 1. So it can be interpreted that the respondents strongly agree that CCTVs are effective in catching criminals.

Table 3.3 Do you agree that with the installation of CCTV systems it helps to discourage criminals to perform crime?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you agree that with the installation of CCTV systems it helps to discourage criminals to perform crime?	100	1	3	1.96	.281
Valid N (listwise)	100				

Here the mean value is 1.96 which is too near to the value 2. So it can be interpreted that the respondents agree with the installation of CCTV systems it helps to discourage criminals to perform crime.

Table 3.4 Do you agree that people feel safe under CCTV surveillance as it may prevent them from being victim of crime?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you agree that people feel safe under CCTV surveillance as it may prevent them from being victim of crime?	100	1	2	1.90	.302
Valid N (listwise)	100				

Here the mean value is 1.90 which is too near to the value 2. So it can be interpreted that the respondents agree that people feel safe under CCTV surveillance as it may prevent them from being victim of crime.

Table 3.5 Do you agree that CCTV might stops the innocent being wrongly accused by criminals?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you agree that CCTV might stops the innocent being wrongly accused by criminals?	100	1	5	1.90	.560
Valid N (listwise)	100				

Here the mean value is 1.90 which is too near to the value 2. So it can be interpreted that the respondents agree that CCTV might stops the innocent being wrongly accused by criminals.

Table 3.6 Do you think that installation of CCTV security system is costly?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think that installation of CCTV security system is costly?	100	1	4	1.96	.840
Valid N (listwise)	100				

Here the mean value is 1.96 which is too near to the value 2. So it can be interpreted that the respondents agree that installation of CCTV security system is costly.

Table 3.7 Does maintenance of CCTV security system is complex?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Does maintenance of CCTV security system is complex?	100	1	4	2.31	.787
Valid N (listwise)	100				

Here the value of mean is 2.31 which is near to 2. So it can be interpreted that respondents agree that maintenance of CCTV security system is complex.

Table 3.8 Do you think that CCTV cameras won't reduce crime, they'll just drive it elsewhere?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think that CCTV cameras won't reduce crime, they'll just drive it elsewhere?	100	2	5	3.90	.438
Valid N (listwise)	100				

Here the value of mean is 3.90 which is near to 4. So it can be interpreted that respondents disagree that CCTV cameras won't reduce crime, they'll just drive it elsewhere.

Table 3.9 Do you think CCTV cameras can attract thief as it may show that you are rich?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you think CCTV cameras can attract thief as it may show that you are rich?	100	2	4	2.73	.750
Valid N (listwise)	100				

Here the value of mean is 2.73 which is near to 3. So it can be interpreted that respondents neutrally believes that CCTV cameras can attract thief as it may show that you are rich.

Some questions regarding the belief of people towards CCTV security system capabilities were asked to respondents and the answer was measured on 5-point scale of; **S.A.** – Strongly Agree, **A.** – Agree, **N.** – Neutral, **D.A.** – Disagree & **S.D.A.** – Strongly Disagree.

Those questions were based on CCTVs capabilities and functions which it performs or not and peoples view on them. It shows whether the respondents are aware regarding the functions and abilities of CCTV security system or not. Many of the respondents get to know about lot of new things related to CCTV security system. The interpretation of the data collected is simply done with the help of mean as it can be known easily whether the respondents agree with the statement of disagree with it.

Table 4 Belief of people towards CCTV security system capabilities.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
zoom to extreme close-up view	100	1	2	1.09	.288
take colour pictures	100	1	2	1.09	.288
be hidden	100	2	5	3.94	.528
take pictures in dark	100	2	5	2.85	.657
take still photographs	100	1	3	2.06	.278
take real-time film	100	1	3	2.05	.261
take good qualities pictures	100	1	3	2.09	.321
send alarm signal	100	2	5	4.54	.593
be activated all the time	100	1	5	2.18	.609
record sound	100	2	5	4.60	.636
provide evidence during investigation of crime	100	1	2	1.18	.386
level of crime rate would get lower	100	1	2	1.54	.501
provide surveillance	100	1	2	1.20	.402
Valid N (listwise)	100				

There are 13 function which CCTV may perform or may not. The respondents' answers have been analysed on basis of mean. From the table it can be see that the mean value of 1st capability is 1.09 which is near to value 1. So it can be interpreted that almost all the respondents strongly agree that CCTV can zoom to extreme close view. Similarly, the mean value of 2nd capability is also 1.09 which is near to value 1. So it can be said that respondents strongly agree that CCTV can take colour pictures. The mean value of 3rd capability is 3.94 which is very near to 4 and is shows that most of the respondents believe that CCTV cameras cannot be hide from people. In table it is seen the mean value of 4th capability is 2.85 which is near to 3 and from this it can be interpreted that respondents neither agree nor disagree they neutrally believes that CCTV can take pictures in dark.

The mean value of 5th capability is 2.06 which is near to 2. So it can be interpreted that respondents agree that CCTVs can take still photographs. Even they also agreed that CCTVs can take a real time film without any edit or jumps in clip as its mean value is 2.05 which is near to 2. With taking still photographs and real time clips majority of the respondents also agrees that CCTVs can take good quality pictures which may be helpful when needed.

One major drawback or it can be seen from the table that majority of the respondents strongly disagree with the statement that CCTVs can send alarm signals during emergency as its mean value is 4.54 which is near to value 5. As now comes the point that can CCTVs be activated all the time to this respondents have agreed that CCTVs can be activated all the time as its mean value is 2.18 which is near to 2. There

is one big questions regarding this function of CCTV that it can record sound or not. Here the respondents have strongly disagreed that CCTVs cannot record audio on its own.

Here are the last three functions which CCTV performs such as provide evidence during investigation of crime, reduce the level of crime and provide surveillance. From which respondents have strongly agreed that CCTVs provide evidence and surveillance as their mean value is 1.18 and 1.20 respectively. But when the topic comes to reducing the crime rate people has just agreed that CCTVs might help to reduce the crime in society as its mean value is 1.54 which is near to 2.

FINDINGS

Findings of this research are as follows:

- From the total number of respondents who fill out the questionnaire 84% of them were having CCTV system installed at their residential areas.

- But the rest of the 14% were not having CCTV system installed at their residential area for some or the other reason.

- Now those who have already installed CCTVs at their residential area out of the 83% says that there are enough cameras so that if any thief comes he can be caught by CCTVs.

- But the rest 13% says that there are not enough CCTVs installed at their residential area and any thief can easily do anything without being caught on cameras.

- Those who have CCTVs installed out of them 80% have been using CCTV from 2-4 years which shows that now people are realising the value of safety.

- 13% of them have installed CCTVs from more than 4 years.

- From the increasing rate of CCTVs, it can be said that either people are becoming more aware of security or the crime rate is increasing.

- All the respondents strongly agree that idea of installing CCTVs at public place is very good.

- Even those all also strongly agree that CCTV systems are effective in catching criminals as and when needed.

- Some respondents also agree that CCTV system helps to discourage the criminals to perform crime.

- Mostly all the respondents agree that people do feel safe under CCTV surveillance as it may prevent them from being victim of any kind of crime.

- People have given mostly positive feedback regarding CCTV system as they have agreed that CCTV might stops the innocent being wrongly accused by criminals.

- With it function respondents have also agreed that installation of CCTV security system is costly and not all the economic class of people can afford it and even its maintenance is complex.

- Respondents have disagreed with the fact that CCTV cameras won't reduce crime, they'll just drive it elsewhere as they know CCTVs are for public protection.

- But when it comes to the point that CCTV attracts thief as it shows that people are rich enough some respondents have agreed and some have disagreed so here the situation is neutral.

- Now here come the capabilities of CCTV system and peoples' belief on it. Respondents strongly agreed that CCTV cameras can zoom up to extreme close view.

- Even people strongly believe that CCTV can take colour pictures only.

- But the respondents have disagreed with the fact that CCTVs can be hidden, people believe that those cameras can't be hide from someone.

- When the function come to take pictures in dark some agreed and some disagreed, so the capability of CCTV to take pictures in dark is neutral.

- Respondents have agreed that CCTV can take still photographs.

- Mostly all the people agree that CCTV can take real time film without being edited or jump.

- People also agreed that CCTVs can take good quality pictures all the time.

- But now the respondents have strongly disagreed with the fact that CCTV can send alarm signal when emergencies arise.

- People do agree that CCTV system can be activated all the time.

- Respondents again strongly disagreed that CCTV system can record sound.

- But all the respondents strongly agree that CCTV system provide evidence during investigation of crime and also provide surveillance to local public.

- But people only agrees that CCTV system would lower the crime rate in society.

CONCLUSION

The study strives to achieve the customers' perception towards CCTV Security System. The study reveals that 84% of the respondents have CCTV system installed at their residential area and 16% does not have. The respondents are getting influenced through CCTVs functioning and security it provides to people that even people agree CCTV is costly they have installed as it provides security to them. Mostly all the respondents agree that people do feel safe under CCTV surveillance as it may prevent them from being victim of any kind of crime.

It can be concluded that customer's perception is positive towards CCTV Security System as respondents are satisfied with its functions and capabilities.

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