CHAPTER -II

REVIEW OF LITERATURE

It is also imperative for the readers to know the important aspects of the previous studies on transport sector to connect it with the present topic to have a better understanding. Therefore, the researcher has given the specific meaning of the related words such as attitude, element of attitude, behavior, human psychology, perception, passenger, customer satisfaction, service quality from transport sector and also from other service sectors to conclude how the present study is differ from the previous studies.

The related literature reviews are given as follows:

2.1 Attitude

It means a tendency to react towards a certain idea, object, person, or towards a specific situation. In general, the attitude influences an individual’s behavior, his or her choice of action. The elements of attitude are sub divided in to four, such as Affective which means feelings and emotions, Cognitive which indicates belief or opinion, Conation means mental process, Evaluative which includes positive or negative responses. The explanations for these words are given below:

- **Affective**
The word ‘Affective’ connected with feelings which influence emotions. In other words it means expressing emotions.

- **Cognitive**
It is a psychological process which includes acquirement, understanding, and knowledge, formation of beliefs, decision-making and problem-solving.

- **Conation**
It means any natural tendency, desire, motivated, or directed effort. It is one of the important three elements of the brain, including the affective and cognitive aspects. In general, the cognitive aspect of the brain measures intelligence; the affective aspects deal
with emotions and the conative part shows how one perform on thoughts and feelings. The encyclopedia of Psychology “Motivation: Philosophical Theories” says, “Mental states seem capable of triggering action, while others such as cognitive states apparently have more subordinate role, some behavior qualifies as motivated action, but some does not”.

- **Evaluative**
  It means to ascertain or fix the value or worth, to examine and judge carefully and appraise.

2.2 **Behavior**

  It point out the manner of behavior of oneself, anything that a human being does, involving action and response to motivation. In simple words, it means the response of an individual, group or human being to its environment. In other words, it is the mode in which somebody acts or the mode in which something functions or operates.

2.3 **Human Psychology**

  According to Gene Zimmer, the word ‘psychology’ is the merger of two elements; the word ‘Study’ means ology and ‘Soul’ means psyche, or intellect. The origin of the word ‘psychology’ came from the Latin word which gives the meaning that it is the study of the character or mind.

  ‘Psyche’ is defined as the character or strength of mind. The human mind is psycho-analysed, and functions as the hub of thought, emotion and behavior.

  The word ‘psyche’ comes from Latin and the Greek called it ‘psukhe’ which means life, breath and character.

2.4 **Perception**

  “Perception is the process by which people translate sensory impression into a lucid and integrated vision of the world around them. Perception is associated with reality, for most practical purposes and ideas, human behavior in general”.

2.5 **Service and Service Quality**

  It is a measurement of how a given service fulfills the clients’ expectations. Business people always evaluate their service quality to increase their services, to
identify and to reduce service-related problems, and to achieve maximum customer satisfaction.

**Aworemi et al. (2008)** conducted research on public transport and private transport system and suggested that socio-economic factors play an important role. In addition, further studies were also conducted by many researchers and all of them found that the customers expect quality service either from private or from public organizations. If they improve quality then passengers will be satisfied, and the same would be helpful in gaining reputation and also to earn profit for their business. Many researchers found that, in transportation sector, service quality plays an important role with the following elements such as stability, capacity, and security. Feedbacks from passengers are also important to enhance service quality and to provide what the customers want.

**Andreassen (1995)** stated that customers’ level of satisfaction or dissatisfaction in public transport system mainly depends on the following factors: ticket fare, range of ticket fare system and, conditions of platform and bus station. He also concluded that the public transportation is a region with lessor usage due to the rate of gap between customer needs and the services provided. In addition to the above findings, he also insists that the reliability and convenience are the main factors in deciding the level of customers’ satisfaction. Therefore, reliability and convenience in transportation sector increase the level of customer satisfaction. Reliability, time taken to reach destination and the level of comfort are considered to be the main factors which creates impact on the level of customers’ satisfaction. The passengers who have used buses for professional purposes will consider time as an essential aspect in bus travel. The study discovered that the fare for bus ticket is not significant and it does not create any direct impact on customer satisfaction (Beira and Cabral, 2007).

According to **Anderson et al., (2007)** dissatisfaction of the customers regarding services leads to failure in operation. As per this study, the main reason for operation related failure is delay of transportation which leads to dissatisfaction. They also observed that the customers have the tendency to blame the service provider for everything that happens, even if the failure in service has an effect on external factors. It is observed that
Communication between the customers and working personnel has a major impact, and create satisfaction. The study also revealed that the operation related failures also reduce the level of contact between them. Therefore, the result of lack of contact leads the customers to become biased against the workforce of a public transportation.

Dziekan and Kottenhoff (2007) found that at the bus stop, information displays influence customer satisfaction. In addition, it has the optimistic psychological effects and decreases uncertainty and stress as customers know the actual departure time. Information displays also increases the sense of security among customers especially at night. Finally, the displayed information increases the comfort of customers when they make a trip. It also increases, creates regulated travel behavior among the passengers and passengers can also use their waiting time constructively and for their effective travelling. In addition to all the above findings, it also aids transit customers to get information on the mode of transport.

Tyrinopoulos and Antoniou (2008) showed that service frequency, bus cleanliness and service coverage area are the important aspects for customer satisfaction followed by waiting conditions and neatness, particularly in buses.

Gopal and Cline (2007) stated that on one hand, the importance of ‘Customer Relationship Management’ in public transportation is the key factor for customers’ decisions. Customer Relationship Management is an important technique help to the management to evaluate their customers’ behavior, and to provide quality services. The study also insists on the behavior of working personnel and specifically the bus drivers’ behavior, service frequency, reliability of the service provider, time consumption and mainly waiting time to be the most essential factors affecting customer satisfaction.

A number of researchers have examined the quality of services offered through the relative attributes of customers. Such attributes act as determinant factors for selection of service providers giving preferences for making customers' judgment on service quality (Nadiri & Hussain, 2005; Callan, 1998). This was confirmed by Williams (1999). In their study, it has been noted that consumers use a variety of indications to form an evaluation of the quality of products and services. These indications used by consumers are related to perceived product/service attributes or features. The same was assured by
Hartline & Jones, (1996); and Ziethmal (1988). Dealing with the same issue, some studies found that even though products and services have many attributes, consumers tend to base their judgment of the quality on few attributes or sometimes on just one (Olshavsky, 1985; Zeithmal, 1988).

**Bolton & Drew (1991) and Enz and Siguaw (2000)** also reported on the importance of employee courtesy. These studies indicate that there is a positive relationship between employee performance and consumer perception of service quality (Briggs et al., 2007; Darden & Babin, 1994; Keaveney, 1995; Zeithmal et al., 1996).

Service quality is generally understood as the gap between consumers' expectations about a service and their subsequent perception of service performance (Williams, 1999; Gronroos, 1984; Parasuraman et al., 1985).

The improvement in product and service and its quality have been widely discussed in the literature for achieving sustainable competitive advantage (Morgan & Piercy, 1996). It requires management to examine current processes on the demands of customers in market and to update their operations in line with market requirements (Wilds & Parks, 2004; Ndubisi, 2004; Heskett et al., 1990; Fehy, 1992). "Excellent service is a strategy of getting profit because; it results in attracting new customers, diversifying the existing business with existing customers (Shepherd, 1999).

Today most of the service organizations realized that providing required service is an important factor to the success of any business. Interest in service quality research has been ongoing for more than two decades (Webb, 2000), and has resulted in various studies dealing with crucial issues from different dimensions of service quality (e.g. Briggs et al., 2007; Mohsin, 2007; Park et al., 2006; Pyo, 2005; Tsaur et al., 2004; Parasuraman, Zeithmal, and Berry, 1985, 1988, 1994; Gronroos, 1982, 1984; Cronin & Taylor, 1992, 1994; Donnelly, Hull, and Will, 2000; Saleh & Ryan, 1991).

Customer service is recently seen as an important activity. Customer service has been gaining tremendous importance. It has grown and today the customer service has become an important marketing function and the service department is independent from operations and sales. Service has been defined as an activity which has some element of intangibility associated with it, which involves some interaction with customers or with property in their possession, and does not result in a transfer of ownership. Services vary
considerably over a range of factors including whether they require a customer’s physical presence and whether they are equipment intensive or people-intensive. Whatever be the type of service, customers want ‘good service’. Good service can be defined as giving customers a little more than what they expect. So the quality in service has got huge significance in any business because feeling of good will bring a customer back, and business will get quick success and also get references from existing customer to new customers.

Leonard L. Berry, Valarie A. Zeithml and Parasuram (1990), identified the determinants of service quality such as Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding the customer and tangibles like Physical facilities, Appearance of personnel, etc. Out of their study, some of the conclusions were drawn. Those are given as follows: The first conclusion of the study expressed that consumer perceptions towards service quality arise out of comparing expectations before receiving the services and the actual experience with the service they received.

A large number of focus group comments of the study were connected to interpersonal behavior of the service provider, such as politeness, willingness to help, trustworthiness, etc. Therefore, it was concluded that the service providers are advised to concentrate on these factors to enhance their quality and business.

Third conclusion of the study expressed two types of service quality. First, there is the quality level at which the service is delivered; the second type is quality level at which expectation or problems are handled. The study concluded that the delivery of good service quality requires strength at both levels.

John I. Coppett (1998) offers a classification which can aid managers in their efforts to review and improve their organizations’ customer service activities. The eight elements of these service classifications are given below:

Communication, Uniformity, Simplicity, Truthfulness, Objectives, Monitoring, Economics and Reports or Information provided to internal users. The classification of customer service is offered in his article for managers who want to analyze their company’s performance to improve their service-related activities. Identifying the various elements of
service should be used to improve services. Effective service will give happiness to the people, more than what they expect. So the service and quality service should be improved in the following ways:

2.6 Importance of Service Quality

In general, quality of service has become the decision-making factor for the corporate survival. Although the price remains an important factor in the customers purchasing decision, Service quality is the only consideration, which will affect the choice of supplier. Therefore, the quality in service has become the decisive factor in corporate survival. The manufacturing firms have realized that the service added with physical goods will constitute the basis of competitive differentiation. Effective service tailored to customer requirements is important for the specialized and high technology products. It has been clearly understood that it is the responsibility of marketers to ensure that the product or service is consumed. In order to be successful, the organization should aim at improving their service and its quality. There are various strategies available for improving service. The following studies explain the above said concepts clearly:

Helen Bensimon’s (1992) studies outlines, how a company should measure customer satisfaction. A firm in Scottsdale, Arizona, says that in the earlier stage, companies have rewarded their sales people for the profitability on sales. Sales persons are rewarded for satisfying customers. One can assess customer satisfaction towards the service and integrate it into a company’s reward system. The best measurement system is correlated with an internal measure that is meaningful from an external customer’s perspective. Mahoneysays that a customer’s view of the company is shaped largely by his or her interaction with the sales person, so the reward system encourages an employee to shine when it comes to deal with customers’ satisfaction.

Rosetta Riley (1991), director of customer service of General Motors, Cadillac division explains, how the communication gap between the customer and company is bridged. How the quality was made out of the responsibility of every employee. 30 dealers were linked directly to the technical service and quality of the engineering department. The dealers kept an eye on customers who came for servicing. The data are supplied to various service
quality teams that specialized in different sections of cars. A relationship between the dealer mechanics and technical operations helps to solve unusual problem.

Christopher Power and Laura Zinn (1991) describe the various strategies adopted by retailers to encourage their customers to approach them for effective service. First strategy, reduction of price for the given services will attract customers.

Larry Armstrong and William C. Simons (1991) pointed out that many have already been adopted by various successful American companies to improve their quality of service. It starts with hiring the right type of employees. They should also be given thorough training. Beyond training, quality in services, huge spending on technology, upgraded phone system for customer service representatives, laptop computers for the sales staff to interact with the customers and to satisfy their needs to attain speedy solution and to increase customer satisfaction, service quality effective measurement system and follow up action are acquired. The company should also aim at retaining their existing customers. For this purpose, the company should have a data base of customers and their habits. Service quality is an important tool for all the organizations to achieve their targeted profitability. Without clear instructions, the workforce of a particular organization will go out from their work spot with unclear instructions on improving service quality. It will result in the employee acting upon his or her own definition of service quality which will cause incomplete or inaccurate results in performance. So the firm should concentrate on and focus their views towards service quality upgradation to attain their market share, make customers get enough satisfaction and so on.

2.7 Customer Expectation

A successful organization struggles to meet customer expectations through continuous improvement of its process. The people and products are trying to achieve customer satisfaction. The organizations need to know explicitly and in–depth what exactly the customers are buying, how each customer is different and how it can continue to create additional satisfaction. Essentially, the only way to change someone from a customer to an advocate of the product is to replace customer satisfaction with customer delight, by
offering service quality that exceeds expectations. The secret of successful business is that customer satisfaction should exceed what the customer actually expects.

2.8 Customer Satisfaction

Charles R. Weiser (1995) an employee of British Airways who served in customer relations department suggested 4 ways to retain customers. According to his observations and suggestions, a four–step process was incorporated into all the technical and human system. (a) Apologies and own the problem (b) Reply to the customer within a maximum of 72 hours (c) Assure the customer that the problem is being fixed and (d) Do it by phone. He also insists on implementing CARES (Customer Analysis and Retention System), redesigning the customer service process, building interpersonal skills and encouraging customers to communicate with the organization to get speedy solution. Finally, the success of the customer retention strategy requires partnership between customer relations and internal customers i.e. Colleagues in other British Airways Departments. Due to the implementation of these steps, the customer retention has been doubled and the return on investment was also increased to 200 %.

Lacera M. Litvam (1996) brings out some examples of successful organizations which were having increased revenues with repeated sales. There is a trend among firms towards building customer relationships which will lead to repeated sales in future. Many companies are trying various approaches to be closer with their customers who are aware of the company’s products and services. Therefore, some strategies are adopted by small, medium size firms to ensure the attainment of their objectives. That are , (i) Identify your best customers and develop new initiatives to retain them for a longer period. (ii) Enhance the company’s performance from the starting stage (iii) Help sales force to spend more time to think about customers and their important needs (iv) View company’s efforts periodically to improve customer relationship and confirm whether it is constantly growing or not.

Tracy Bonson Kirker (1994) has identified customer happiness is the most important and powerful tool for achieving and supporting competitive advantage.
Robert Hunter, President of Delta Dental plan, says that after the game of customer satisfaction the next logical step on the continuum is making the customers happy. This can be achieved by offering an extraordinary guarantee. The extraordinary guarantee can help an organization to identify its customer’s current and future needs and to provide managers with a detailed road map to ensure that the company processes are designed to exceed customer’s needs. It is not an easy task to identify what the customer wants.

2.9 Factors determining Customer Satisfaction

The expectation studies show how complex it is to determine the customer’s expectations. It is more complex and difficult to identify the key variables contributing most to satisfaction. There are numerous factors which contribute to satisfying a customer.

Brain S. Moskal (1994) narrates the experience of importance of perception of customer. The Companiesis dependonly on informal surveys among customers through their sales representatives and knowledge gained from being close to the customers to measure their level of satisfaction.

2.10 Measuring Performance of the Service Providers

According to Dalton et al. (2000) considers input, output, or outcome measures. Input measures deal with spent money, kilometres of tarmac road placed; output measures concentrate on the products produced; outcome measures concentrate on the impact of the products or service on the goals like reasonable time consumption by working personnels, Increase in hours of bus service and reduced travel time.

Meyer (2000) subdivided the indicators of performance into three broad categories. The first segement is characterized by common performance such as covered service area , vehicle kilometres , passenger trips. The second performance indicator is represented by determining effectiveness including service supply such as depautures per hour; quality of service , availability of services like services among weekdays. The third category of the performance indicator includes measuring efficiency such as cost efficiency, operating
expenses per hour; operating ratios i.e. difference between revenue and operating expenses, vehicle utilization, energy usage and fare.

**Carter and Lomax (1992)** also measuring performance in six categories of indicators such as cost efficiency, cost effectiveness, service effectiveness, vehicle usage and efficiency, service quality and labour productivity. Performance and delivery of a transit service depends on passenger’s perception. In general, cost efficiency and indicators of effectiveness can be considered as performance measures from the transit perspective. Many researchers consider that the customer’s point of view is the most important aspect for evaluating transit performance.

**Berry et al. (1990)** stated that “customers are the best judge to evaluate service quality”. Passengers evaluate services in many ways, because measuring efficiency and effectiveness as collective indicators of service quality (Hensher, 2007). Therefore, according to Berry, from the passengers’ point of view, transit performance should be estimated by considering the indicators of service quality.

Transit service quality can be calculated by a range of simple performance measures used for measuring the ability of the service providers to offer services that will satisfy customers’ expectations. Service quality can also be evaluated on the basis of transit user judgement and opinion. Customer judgements can be expressed in terms of customers’ expectations, which represent what customers expect out of the given service, and perceptions, which represent what the customers, actually receive (Parasuraman et al., 1985).

**2.11 Need for Public Transportation and its Services**

**Macario (2001)** proposed that for any urban mobility system to provide appropriate and effective solutions to its clients, the system should focus on the interaction between agents of the system who act within and across the various levels of planning and control (i.e., authorities, operators, suppliers, citizens, etc.). The author, Macario also quotes Ciuffini
(1995) to emphasize the need for an adequate balance between the two different dimensions, which are:

- There should be a balance between the modes and means of transport.
- Environmental dimension must find a configuration of urban mobility system that result in a total sum of pollution below the endurance level.
- Economic dimension should offer “value for money.” It tempts adaptive behavior from the users, and it should be able to create new financial resources to support and ensure investment.
- Social dimension should ensure that the citizens are provided with an adequate mobility system to fulfill their needs. Macario also suggested that there is no perfect transportation system, therefore the second best solution lies in creating trade-offs between the various dimensions according to the socio-economic and cultural reality of each specific environment (urban area). These trade-offs are conditioned by practical options that result from the interaction among the local, regional, and national levels of interventions.

UK’s Midlands’s operator Trent Buses conducted a thorough research with a view to improve services (Disney 1998) and to identify the customers top-most requirements. The identified requirements of customers are given as follows: The reliability, frequency of services, friendliness, maintenance of bus interiors and exteriors, comfort, value for money, accessibility, reasonable fares, and easy to understand and remember the time schedules of service provider. The top four items stood out in importance, and value for money was discovered as an representation of these attributes. If bus operators failed to deliver these four requirements, then, they were not producing value for money. Low fare was not perceived as a critical requirement by a majority of the passengers. In spite of scoring high on reliability, Trent Buses fell short of expectations in the other three top values and was seen as weak in value for money. In this study, bus drivers’ attitude and behavior were seen as challenging; only 10 percent of the drivers were responsible for this problem. Vehicle-cleaning standards were also severely criticized.

In an added study, examination of complaints received by the Rail Users Consultative Committee (RUCC) in the UK revealed that staff attitude, reliability, punctuality, and cleanliness of the trains are the main sources of getting complaints.
from passengers (Disney 1998). In India, transportation systems have also been criticized for their low quality of services which was reflected in the growing number of standing passengers, lack of punctuality, irregularity, and substandard amenities (Mishra and Nandagopal 1993).

Edvardsson (1998) examined the written customer complaints to Goteborg Regional Public Transport in Sweden and conducted personal interviews with customers who made a complaint earlier, and it was found that the staff attitude to be the main issue of given complaints. While conducting interviews, absence of punctuality is also an other cause of receipt of complaints. This indicates that customers’ view on lack of punctuality is quite unfortunate but it is unavoidable because of road congestion. But it reduces the tolerance of customers. From the above study it is found that on the strength of interviews with local passengers, their personal experiences in the bus transport services, the hypotheses were framed. This study confirms that it is the first research in Bangladesh that has taken a broad and systematic customer-based approach to establish the determinants of satisfaction with bus transport and its related services.

2.12 Customer Satisfaction in Public Bus Transport

Oktiani Astuti Budiono (2009), a research scholar conducted a research at Karlstad University to identify and analyse customer satisfaction and perceive service quality among public transport users. He has taken earlier research literature reviews on customer satisfaction, public transportation, service quality attributes, causes of dissatisfaction of passengers during their travel, attitude of passengers towards the level of safety, effect of quality improvements, identifying unattractive factors and disappointment in public transport service sector.

According to Oliver (1997), satisfaction is defined as the customer’s fulfillment. It is a judgment made by the customers towards a product or service feature, level of consumption including the levels of under or over-fulfillment. Need fulfillment is also discussed and it is a comparative process which rises the level of satisfaction and
responses. If any gap occurs, then it will lead to dissatisfaction i.e., Positive feeling increases or maintains satisfaction and negative feeling create dissatisfaction.

Gatersleben and Uzzell (2007) investigated adverse experiences of daily travel. Questionnaires were sent to conduct survey among university employees. The results revealed that travelling in car as well as in public transport can be stressful because of delays caused by the traffic congestion. Public transport was perceived as unpleasant and public transport users expressed negative attitude toward their daily travel. The study shows the negative attitudes of the respondents and dullness among passengers is caused by too much of delay and waiting time. The researcher also suggested that the public transport is stressful due to unpredictability and longer travel times.

UK Department for Transport (2003) has also conducted its study regarding customer need toward public transport. High frequency of service, reliable services and reasonable fares which offer value for money are revealed as important needs of UK public transport users. The bus should also have a broad range of destinations to fulfill travel-related demand of customers. In this study, the users also reported the importance of understandable time schedule information in bus stop and in local newspaper to make them aware of existing available services. Simple ticket booking arrangements or mode of reservation are also important in order to make them avail public transportation services.

Fujii et al. (2001) conducted an investigation in Osaka (Japan) during a temporary closure of freeway that connected Osaka and Sakai City. The survey questionnaires were distributed at three tollgates. Through this study, it is found that the closure of the freeway increased public transport usage. It is also found that the expected travel time by public transport was also overrated by automobile travelers. Third, after some time based on the past experiences, the overestimate of travel times of public transport was also corrected. And finally, the people who corrected their travel time continued to use the same public transport when the freeway was reopened.
Van Vugt et al. (1996) conducted an investigation on motivational factors which lead to making decisions to travel by car or by public transportation modes. 192 employees participated and filled out a given questionnaire which contains questions related to social value orientation, the commuting situation and a series of post experimental questions. The findings provided strong evidence for the conclusion that the individuals prefer options saving travel time and need more trips of public transport.

Fellesson and Friman (2008) conducted a study which includes transnational comparison of customers’ public transport, perceived service satisfaction in eight cities (Stockholm, Barcelona, Copenhagen, Geneva, Helsinki, Vienna, Berlin, Manchester and Oslo) in Europe. The result showed general factors such as road traffic, reliability and information; bus and bus stop design which makes the customers more comfortable and make them feel happy with positive travel experience, staff skill and their knowledge, positive attitude of customer; and safety not only in bus and bus stop but also from traffic accidents. Further, it was concluded that the change in existing pattern of public transport technology and infrastructure may also reflect the change in individual’s attitude and behavior.

Eboli and Mazulla (2007) investigated the service quality attributes which are essential to create customer satisfaction in bus transit service. Respondent were asked to rate the importance and satisfaction with 16 service quality attributes such as bus stop availability, route status, frequency in bus operation, reliability, bus stop status and facilities, overcrowding, cleanliness, fare, information schedules, service promotion, safety on board, individual security, working personnel, complains and grievances, environmental protection and bus stop maintenance. The study found that the above stated variables are more important for creating global customer satisfaction.

Beirao & Sarsfield Cabral (2007) sum up the advantages of public transport usage among Portugal public transport users. The study highlighted the importance of low fare and less stressful public transport service.

Oktiani (2009) confirms that there is research with an aim of identifying unattractive and disappointing factors of public transport. Beirao (2007) also conducted in depth interviews
in Porto to find out dissatisfying factors. Customers reported waste of time, too much of
crowd, lack of comfort, uncertainty, lack of control, absence of reliability, too much of
waiting time and no flexibility in changing bus route to avoid traffic congestion.
Edvardsson (1998) also found that driver’s incompetence, lack of punctuality and
information gap were also important factors causing passengers’ dissatisfaction.

Friman (1998) examined the impact of quality improvements in public transport on
customer satisfaction and frequency of perceived negative critical incidents. The studies
were conducted in 13 regions in Sweden to identify quality improvements in public
transport. Data were collected before and after the implementation of quality improvement
program. Comparing passenger responses towards the offered services, it is found that
passengers responses are the better way to understand the type of quality improvement
which leads to customer satisfaction. Finally it was concluded that the customer
satisfaction is influenced by service quality improvements and it applies only to a limited
extent. In addition, the effect was adverse among respondents who got less satisfaction and
who often faced negative critical incidents after quality improvements. Hence, service
quality improvements alone are not enough and do not always increase customer
satisfaction. Thus, quality improvement is not only the criteria to determine the success of
public transport but it also includes a level of quality attached with the perception of the
service.

Smith and Clark (2000) focused on the safety measures in bus transport and they found
that there is a limitation for the people to choose public bus transport as their travel mode
and as their choice. It was also found that pick-pocketing, high fare, overcrowding and lack
of supervision are also important factors. UK Department for Transport (2009) also
reported that young people mostly male people are involved in assaults, theft, vandalism
and criminal damage and the same are the problem of public transport users.

Adreassen (1995) study observed the needs and expectations of the public transport users
in Norway. As a result, he argued with the concept that in order to keep market share in
public transport system, it is mandatory to give good quality of service for different types
of customers at various levels. According to his study, upgrading service leads to increase
in customer satisfaction due to higher degree of balance between supply and demand of given services. He also found that the important factors in public transport are maintaining travel time, rate of fare and design and system. After summing up the reviews from the previous research, it was observed that the public bus transport is still an alternative travel mode for many people. In order to keep current passengers, the public bus transport system should improve its services to accommodate wide range of passengers' need and expectations. (Beirao & Sarsfield Cabral 2007; Andreassen 1995).

From the above findings the service quality attributes are divided into four broader categories. They are reliability, treatment from working personnel, simplicity in passing information and design. Out of the above said sub-divisions, the reliability of the system includes punctuality, travel time, and reliability in the service. The second sub-division includes driving skills and employee knowledge. Third segment consists of simplicity in passing information, service quality related information, price and availability of ticket. The final segment is related to comfort, cleanliness and safety from traffic accidents. On the other hand, the negative critical incident and customer dissatisfaction could be limitations for people who want to continue public transport usage (Friman et al. 2001; Friman & Gargling 2001).

The above mentioned literature reviews are collected from the previous studies and it is properly segmented to understand the meaning and concept of those studies. The early study concentrates on improving customer satisfaction, importance of public transport system and ways to increase customer satisfaction in the field of bus transport. But the present study of the researcher completely differ form the earlier concepts and the present study deals with the passengers' attitude, their psychological behavior, pre-travel expectation and post-travel opinion. Therefore the study helps to identify how the attitude fluctuate and how the independent variables influence with dependent factors, how the independent variables such as age, sex, income, pattern and period of usage by bus passengers and their level of satisfaction are related with the dependent factors. The same is also analysed in fourth and fifth chapter of the research work.