



Understanding Patrons' Tipping Behavior at Restaurants Located at  
Siam Paragon and Centralworld, in Bangkok, Thailand

Ms. Yan Yang

A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration in Tourism Management  
Graduate School of Business  
Assumption University  
Academic Year 2012  
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By	Ms. Yan Yang
Thesis Advisor	Adarsh Batra, Ph.D.
Academic Year	2012

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The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

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## ABSTRACT

Tipping was not always recognized as a universal social practice in the world. However, nowadays, tipping has gradually become a social norm and is widely accepted in tourism industries around the world (Lynn and McCall, 2000; Sanchez, 2002). The trend of tipping has slowly grabbed hold in Thailand, although there are no officially declared rules for its practice.

In this study, the researcher attempted to investigate restaurant patrons' insight of issues associated with tipping in Bangkok, Thailand, as well as investigate the association between patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender, age of patron and restaurant patrons' tipping behavior. A total of 400 questionnaires were self-administered to international tourists, domestic tourists and local residents at Siam Paragon and CentralWorld. Descriptive statistics along with One-way ANOVA and Independent sample t-test were employed to analyze the association between eight selected variables and tipping behavior among restaurant patrons.

Social approval, 'special' treatment or help others were identified as reasons for restaurant patrons to give tips. The results showed that the differences in restaurant patrons' tipping behavior based on patronage frequency of dining is not significant while it further revealed that restaurant patrons' tipping behavior based on accompany type, alcohol consumption, payment method, status, region, gender and age have significant relationship in some statements.

Moreover, based on the findings, researcher gives recommendations to restaurant patrons, restaurant managers and also Tourism Authority of Thailand.

**Key-words:** restaurant patrons, tipping behavior, patronage frequency of dining, accompany type, Thailand.



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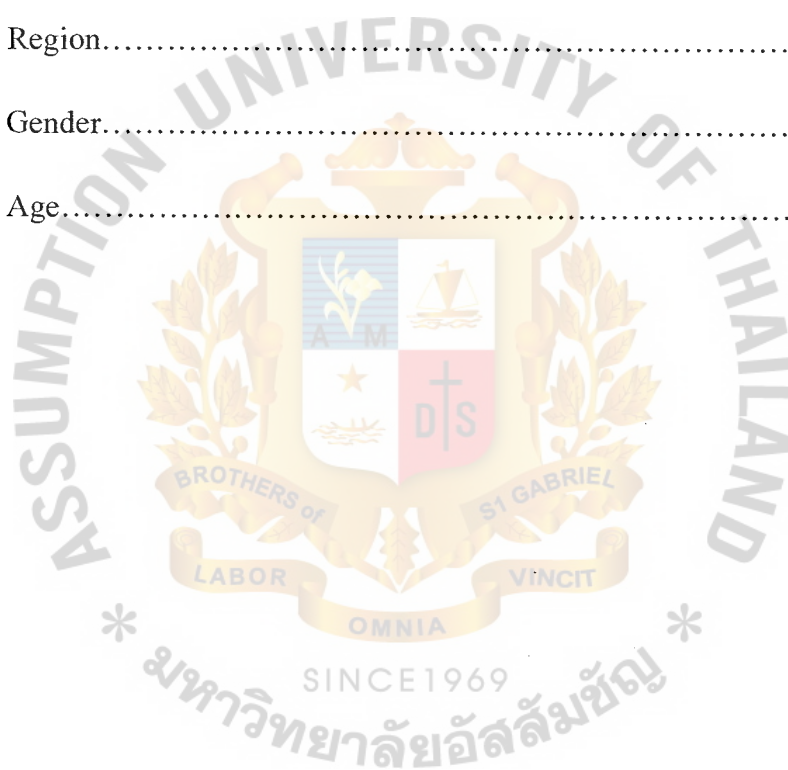




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# CHAPTER I

## GENERALITIES OF THE STUDY

This chapter covers an introduction of the study, statement of the problem, research objectives, scope of the study, limitations of the study and the significance of the study. At the same time, definition of terms is covered as well.

### 1.1 Introduction of the Study

Tourism is an ancient human activity. Nowadays, due to a continued desire for leisure or recreational time, tourism has gradually become a popular global leisure activity. In most developing countries, tourism is vital and contributes a large proportion of Gross Domestic Product (GDP). It also creates job opportunities in service sectors as well as related sectors.

Generally speaking, the tourism industry, is service-oriented rather than product-oriented. It is a labor-intensive industry. In other words, people run the show. Obviously, the ability to provide quality services and fulfill guests' expectations have a significant meaning in this highly competitive environment. However, services are highly variable. Their quality depends on who provides them and when and where they are provided (Kotler, Bowen and Makens, 2010). Many managers believe that it is worthwhile to pay attention to monitor and motivate employees to provide standardized services. Later on, they find that the voluntary monetary amount involved by consumers can stimulate employees' performances, which is called a tip or gratuity. Therefore, in order to maximize employees' performance, to let guests

receive quality services and fulfill their expectations, giving and receiving tips are intended to enhance motivation among employees. It is a successful outcome of the service encounter.

This research aims to investigate patrons' tipping behavior at restaurants, where selected shopping centers, namely Siam Paragon and CentralWorld, in Bangkok, Thailand.

### 1.1.1 Overview of Tipping

The word 'Tips' or 'Tip' is an acronym for a phrase, that stands for 'to insure prompt service', 'to insure proper service', or 'to insure promptitude'. According to Collins Cobuild's *Advanced Learner's English Dictionary*, 'If you tip someone such as a waiter in a restaurant, you give them some money in order to thank them for their services.'

Tipping is a multi-billion-dollar phenomenon, as well as an interesting economic behavior. In today's world, tipping, is not present in every country. Tipping is expected in some countries, such as the United States, Canada, Jordan, Albania and Israel (source: [en.wikipedia.org/wiki/Gratuity](http://en.wikipedia.org/wiki/Gratuity)). A large number of service employees believe that a tip is a good indication of their work performance. Additionally, tips are a substantial part of their incomes. However, in most Asian countries, tipping is not considered a common custom or a normal practice.

There are multiple reasons why people give a tip. For example, in a restaurant, customers may give tips in order to get a quick dish after they order. They also may tip in order to get friendly treatment by waiters or waitresses. Sometimes, people give



tips to reward superior service. In yet another case, due to the “parrot effect” or mimicry, people are conscious of others giving tips, so they mimic this action. However, local custom and cultural perception can influence tipping behavior as well.

Culture is an invisible key component in daily life that governs people’s thinking, speaking and relationships with others. Because of different cultures, customs and behaviors, there is a tendency for different responses in some specific situations and conditions. Since tourism is becoming a global leisure activity, it increases international tourist arrivals and also contributes to globalization.

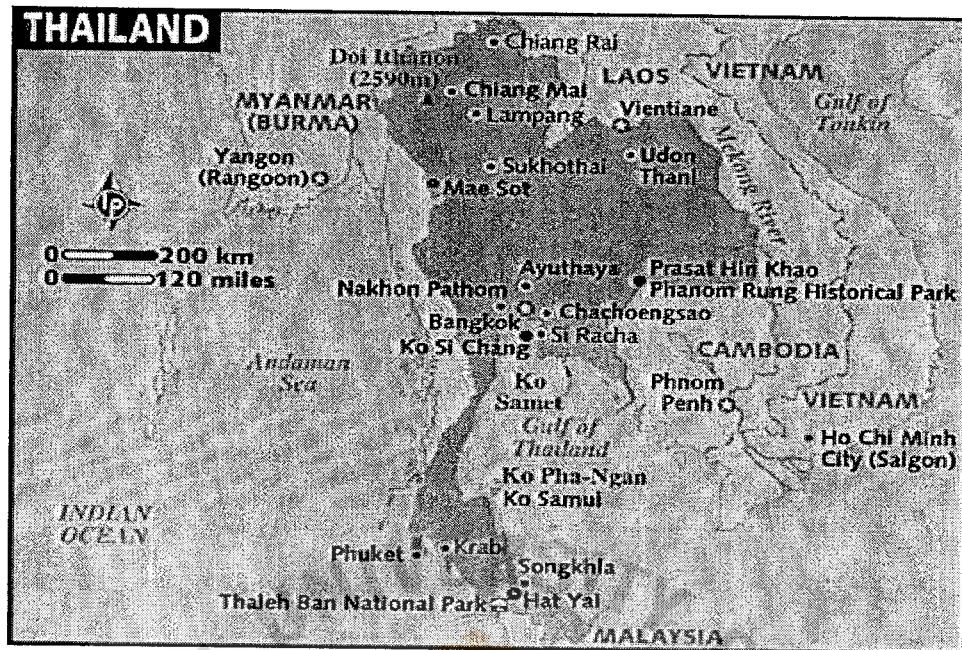
Undoubtedly, the tipping phenomenon is popular in many tourism sectors, such as hotels, restaurants, taxi services, hair-dressers, tourist guides, casinos, spas and so on. Cross-cultural research shows that tipping is a cultural value and may be used as a way to identify customers. In Asia, cross-cultural research that examines the differences in practices and standards of tipping is lacking. Therefore, it is a new concept that needs further study to be fully understood.

### **1.1.2 Overview of Tourism Industry in Thailand**

Thailand, officially the Kingdom of Thailand, is located on the Indochina peninsula of Southeast Asia (see Figure 1.1).

In Thailand, agriculture, manufacturing and tourism play significant roles as the main contributors to the economy. They account for a substantial portion of Gross Domestic Product (GDP). In addition, they also provide many jobs and help solve unemployment issues. Since the 1990s, Thailand has become one of the most visited tourist destinations in the world (Noypayak, 2001).

Figure 1.1 Map of Thailand



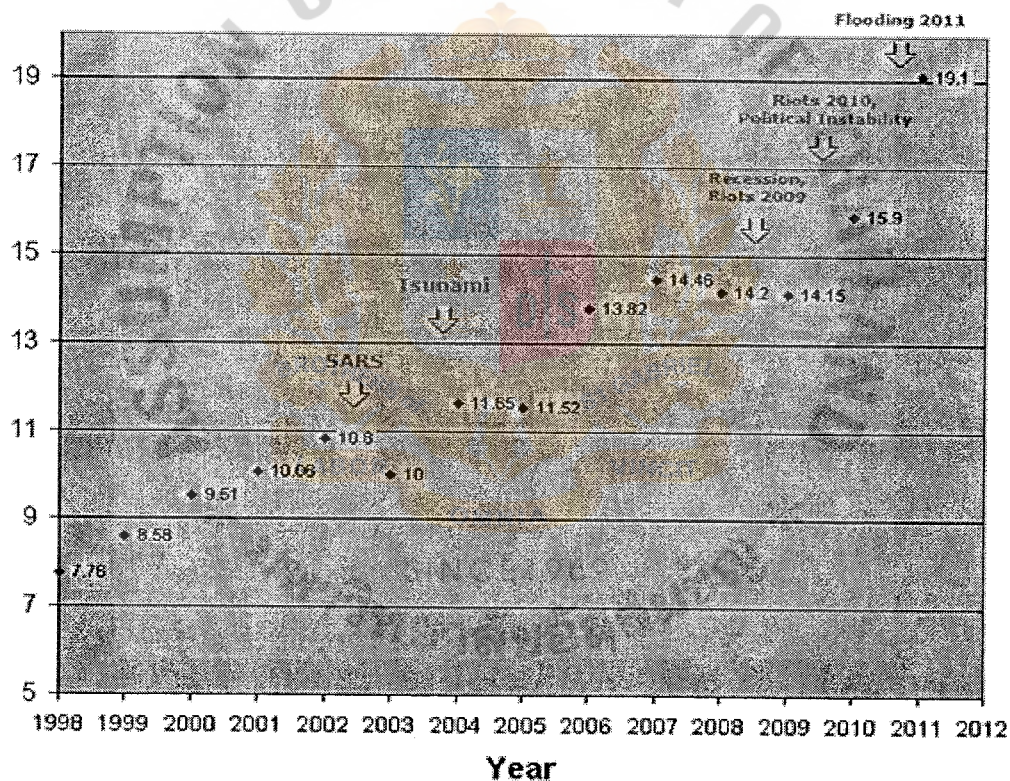
Source: <http://www.lonelyplanet.com/maps/asia/thailand/>

There are various reasons why Thailand has become such a popular international tourist destination. Firstly, is because Thailand is known as 'The Land of Smiles'. The hospitality of Thai people has helped to attract many visitors. They smile and treat others kindly no matter how awkward or embarrassing the situation may be. Thai people like to use their smile as the key to solve problems. Secondly, the rich Thai culture, such as the history of the country, attracts curious tourists who seek the cultural mystery found in Ayutthaya and Sukhothai. Thirdly, there are abundant tourism resources and various tourism activities, such as adventure tours and community-based tours at mountains or rainforests in Changmai and Chiangrai. In the south, the sun, sand and sea are ready to be explored by tourists in places such as Phuket. Finally with the high quality of service, regardless of where tourists come from, Thai people like to provide the most professional services with sincerity.



Figure 1.2 below depicts international tourist arrivals to Thailand from 1998 to 2011. Although it showed a significant rise, there was also significant decline during SARS and after the Tsunami at the end of 2004. Due to global economic recession starting in 2008, political instability in both 2009 and 2010, and the flooding situation at the end of 2011, international tourist arrivals were hurt. The floods resulted in significant losses and damages around central Thailand and some parts of Bangkok. Nevertheless, international tourist arrivals in 2011 broke records.

Figure 1.2 International Tourist Arrivals to Thailand, 1998-2011.



Source: Thaiwebsites, retrieved from <http://www.thaiwebsites.com/tourism.asp>

Based on the tourism data from the Department of Tourism, international tourist arrivals to Thailand by nationality between 2011 to 2012, displayed in Table 1.1., show 22,303,065 international tourists arrived, which is an increase of 15.98%.

Table 1.1 International Tourist Arrivals to Thailand by Nationality, 2011 - 2012

**International Tourist Arrivals to Thailand by Nationality, 2011 - 2012**

Nationality	2012		2011		%Δ
	Number	%Share	Number	%Share	2012/2011
East Asia	12,502,194	56.06	10,345,866	53.80	20.84
Europe	5,617,817	25.19	5,101,406	26.53	10.12
The Americas	1,080,148	4.84	952,519	4.95	13.40
South Asia	1,289,641	5.78	1,158,092	6.02	11.36
Oceania	1,046,753	4.69	933,534	4.85	12.13
Middle East	604,659	2.71	601,146	3.13	0.58
Africa	161,853	0.73	137,907	0.72	17.36
<b>Grand Total</b>	<b>22,303,065</b>	<b>100.00</b>	<b>19,230,470</b>	<b>100.00</b>	<b>15.98</b>

Source: Department of Tourism, retrieved from

<http://www.tourism.go.th/tourism/th/home/tourism.php?id=11>

### 1.1.3 Tipping in Thailand

Leaving tips is not a common custom and there is no mandatory policy in Thailand. However, Thailand attracts a large number of international tourists who come and visit each year. Some of them bring their tipping custom from their own country which leads to a cultural convergence. Due to this, tipping has become a custom as part of the Thai tourism industry which people gradually have accepted.

In Thailand people normally pay a 10% service charge on all bills in most mid-range restaurants and in almost all hotel-restaurants. Usually at the end of each month, the service charge money is shared among all employees as an additional wage. Despite that, some people are still willing to give tips. For this reason, people are considering some questions, such as whether a 10% service charge is same as tip, and why do people still leave tips after they paid service charge? These two questions are worth investigation. It can be said that there are two general reasons. The main



reason is cultural behavior. Some countries such as U.S.A have a tip-based culture. Tipping is already a social norm. Another reason is that people want to satisfy and prove their social status. Some people give tips to show their social level is higher than others. In addition, in order to get fair treatment from servers and to avoid embarrassment, people like to give tips.

Tipping is meaningful to employees according to different types of jobs and different sectors of the tourism industry. What's more is that tips in restaurants and hotels may form a substantial proportion of employees' payments, whereas clubs, spas, bars, and catering outlets may attract fewer tips. The varieties of job positions also indicate varying tipping rates. Some may be at a high level and some may not. For example, luggage porters and concierge may get higher tips than housekeeping maids.

In addition, there are some ways to collect and share tips. First, employers can install tip boxes or baskets at the cashier counter. When customers pay bills, they can leave tips in the tip box. Then, at the end of each month, at the end of week, or at the end of a day, managers can open it and divide in equal portions among the staff. Second, staff can receive tips directly from customers. Then, they can deposit it to their supervisors or managers and share it. Third, in some situations, when staff receive tips, they can choose to keep it. This is fair to staff who are hard working.

In Thailand, for mid and lower-end restaurants, people may leave spare coins as change when using cash as payment tools. Sometimes, there is a tip box near the cashier. People put their change or gratuity into it. At high-end restaurants, bills also include a 10% service charge. It depends on whether the customer received

satisfactory service to give any more of a tip.

Again, tips are not expected in hotels, unless the services are truly above and beyond customers' expectations. At the same time, customers may give different amounts of tips to staff. For example, hotel bellboys or porters could get 20 to 50 Baht as a gratuity, whereas tips for housekeeping would be around 20 Baht per day. It is advisable not to give coins as tips in Thailand. For other staff who work in hotels, it depends on customers expectation to give tips.

Thai massage, spa and other professional services are well known around the world. However, there is not a common rule for giving tips. Therefore, it is similar to other service sectors in Thailand, where the decision to give a tip is up to the customers' discretion.

#### **1.1.4 Siam Paragon**

Siam Paragon is the most luxurious shopping plaza and complex in Bangkok, Thailand. It was built on the former location of the Siam Intercontinental Hotel and opened on December 9, 2005. Siam Paragon is located on Rama I Road and is linked with the Siam BTS Sky Train station. It includes 9 floors that house a wide range of specialty stores, restaurants, a multiplex movie theatre, the Siam Ocean World aquarium, an exhibition hall, a bowling alley and a karaoke centre (source: [en.wikipedia.org/wiki/Siam\\_Paragon](http://en.wikipedia.org/wiki/Siam_Paragon)). The ground level and fourth floor of Siam Paragon are gourmet paradises. A variety of restaurants satisfy tourists' tastes (source: [www.siamparagon.co.th/directory.php](http://www.siamparagon.co.th/directory.php)).

### **1.1.5 CentralWorld**

CentralWorld is the third largest shopping complex in the world, which also includes the Centara Grand Hotel, a convention center, a movie theatre and a 45-story office tower. Originally called the World Trade Center, the eight-story mall was opened in 1990. Similar to Siam Paragon, CentralWorld is located on Rama I Road. Moreover, it is located between the Chitlom and Siam BTS Sky Train stations. ZEN and ISETAN are two main shopping departments in this shopping complex. Restaurants can be found on either the 6<sup>th</sup> or 7<sup>th</sup> floor. On the 3<sup>rd</sup> floor, there are also a few restaurants for tourists (source: [en.wikipedia.org/wiki/CentralWorld](http://en.wikipedia.org/wiki/CentralWorld)).

### **1.2 Statement of the Problem**

Tourism is an important pillar of the economy in Thailand, as well as a source of employment. However, it is widely believed that employees get lower salaries in the tourism industry. Moreover, labor may be dependent on customers giving tips. Including a service charge has been a common practice in Thailand. Tips have become an informal proportion of salaries.

There is no doubt that tips as income or tips as wages, is a crucial factor in determining how much employees receive at the end of the month. This does not mean that all servers receive tips despite the type of restaurant, hotel or service they provide. Not all customers give tips as rewards. Therefore, it is very important attempt to investigate who receives tips.

Tipping is an important social behavior in the study of cross-cultural impacts in tourism. Tourists visiting Thailand are generally unsure of local practice. Tourists

usually bring their cultural practices with them in regards to tipping. In Thailand, the questions of should they tip, how much to tip, and when tipping is expected, are interesting topics that need to be explored. As tipping follows the service, internationally tipping appears to be more prevalent and accepted.

RQ 1: What leads tourists to give tips?

RQ 2: Does serving alcohol, frequency of dining, accompany type, payment method, status, region, gender, and the age of patrons influence restaurant patrons' tipping behavior?

### **1.3 Research Objectives**

In this research, according to above stated issues, the researcher identifies following objectives:

- 1.3.1 To investigate restaurant patrons' insight of issues associated with tipping in Bangkok, Thailand.
- 1.3.2 To investigate the relationship between patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender, and age of patron and restaurant patrons' tipping behavior.

### **1.4 Scope of the Study**

This study investigates tipping behavior among local residents, international tourists and domestic tourists. Bangkok is the capital city of Thailand. Suvarnabhumi airport is the harbor to connect international tourists and then transfer them to other provinces in Thailand. Therefore, Bangkok generally has many tourists from around the world. At the same time, Bangkok also provides a variety of service sectors to



fulfill tourists' demands. Siam Paragon and CentralWorld are the most famous shopping centers for tourists, as well as local Bangkokians, with modern shopping facilities, restaurants and cinemas. Moreover, there are many hotels near these two shopping centers. Certainly, it is very convenient to conduct a survey both international and local visitors around this area, where even the locals behave in tourist ways. Therefore, the researcher decided to conduct a study via questionnaire at Siam Paragon and CentralWorld to investigate the above stated research questions (see Figure 1.3).

Figure 1.3 Maps of Siam Paragon and CentralWorld



Source: developed by the researcher for this study

### 1.5 Limitations of the Study

In Bangkok there are not only restaurants, but also other service sectors in the tourism industry, including accommodation, food and beverage, transportation, recreation, attraction and travel agencies. It is not easy to cover and explore tipping



behavior in all service sectors. For this reasons, the researcher has chosen Siam Paragon and CentralWorld as the two main research sites. It is impractical to conduct a survey in all other tourist areas. Moreover, it is not easy to collect information because this study lacks specific literature on tipping in Thailand. Finally, because of the seasonality of tourist arrivals, this study was conducted from December 2012 to February 2013, which is the peak seasons for travel. This should be noted as it influences the final conclusions.

The research instrument involved both tourism and non-tourism related issues, there are chances that some of the respondents' may not have experienced every issue. Though respondents of this study filled questionnaires at the restaurant based on the assumption that they have experienced issues stated in the questionnaire, may be sometime earlier in their life, but not at the time of dining in the restaurant. There are chances of discrepancy between the conscience of the respondents and their actual tipping behavior, which is not unique to tourism. Consumers tip for a range of reasons and these coalesce at the moment of decision. Approximately 40% of the respondents in this study used credit cards. Respondents paying through credit card and their tipping behavior did not go to the extent to reveal whether it was their personal credit card or corporate credit card.

### **1.6 Significance of the Study**

As a result of tourism, work forces get widespread low pay in Thailand and tips have become a substantial portion of salaries. Assuming that receiving tips motivates employees and improves their work performances, it should also cause an increase in

patronage frequency. This research aims to provide information on tipping behaviors in the Thailand tourism industry and to give a better understanding of the importance of giving tips in Thai society. Several researches have explored tipping behavior in Europe (Dewald and Self, 2007), America (Wang, 2010), and Japan (Cho, 2005). There is also research that compares tipping customs within two countries, such as America and Japan (Cho, 2005), and America and New Zealand (Casey, 2001). There are hardly any notable specific studies that discuss tipping behavior in Thailand. Therefore, this study contributes valuable knowledge and information to the literature on tipping research in Thailand.

### 1.7 Definition of Terms

**Accompany Type:** A person who accompanies a registered delegate or participant to a meeting. Frequently, meeting programs will include activities specifically for accompanying persons (Harris and Howard, 1996).

**Age:** The length of time that one has existed.

**Alcohol Consumption:** The amount of alcohol ordered with a meal in this study.

**Cross-culture:** It means involving two or more different cultures (Sinclair, 2006).

**Culture:** Variously defined, but can be thought of as the way of life of a particular society as reflected in their customs, beliefs, laws, material artifacts, science and technology, education, religious practices, forms of government, leisure activities, commercial activity and language. Culture provides the context for understanding travel and tourism related behavior (Harris and Howard, 1996).

**Gender:** Biological differentiation of individuals.

**Patronage Frequency of Dining:** (a) The number of times a carrier's service, or a tour, is operated over a given time period. (b) The number of times an audience will be exposed to an advertiser's message over a given time period (Harris and Howard, 1996).

**Payment Method:** A way or manner for customers to pay the bills when they leave or check out.

**Region:** (a) A major area within a country, which has certain attributes in common, such as climate or topography, and then is usually described as a natural region, and/or forms a unit for political or administrative purposes. Catalonia in Spain, the Highlands in Scotland, Languedoc-Roussillon in France, are well-known examples in Europe. (b) An area of the world with defined characteristics or a group of countries in geographical proximity, e.g., the Balkans, the Caribbean, Middle East (Harris and Howard, 1996).

**Restaurant Patron:** Customers who have meals at selected restaurants in this study.

**Restaurant:** Establishment at which meals are served to the general public. Restaurants vary in standard from basic cafes to exclusive eateries in 5-star hotels. Restaurants are legally able to sell alcohol and unlicensed if they are not (Harris and Howard, 1996).

**Status:** Social or professional position of people (Sinclair, 2006).

**Service Charge:** Amount (generally 10% to 15%) directly charged to hotel guests or restaurant patrons in place of an optional gratuity (Harris and Howard, 1996).

**Tip:** A payment made by the recipient of a service to its provider in appreciation of the quality of service received. In some service establishments the payment of gratuity is obligatory, and a service charge will automatically be added to a customer's bill (Harris and Howard, 1996).

**Tipping Behavior:** A manner which people give voluntary gratuity to servers in this study.



## CHAPTER II

### REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews the related literature and studies which consist of a history of tipping, reasons for tipping, types of tipping, tipping in Thailand, factors which influence tipping, restaurant patrons' tipping behavior, the empirical studies and a concluded summary of literature reviewed.

#### 2.1 History of Tipping

Tipping in the service industry is a complex and very interesting phenomenon. The history of tipping is filled with mystery. Although there is no clear literature or study to evidence the origin of tipping, there is some evidence that tipping had its roots in the Roman Empire (Templeton, 1996). However, one form of tipping was back in the “penny universities” (coffeehouses) of 16<sup>th</sup> century England (May, 1980). It created the practice of using boxes labeled “To Insure Promptness” which were placed in the English coffee houses and local pubs. Therefore, this phrase “To Insure Promptness” was abbreviated as “TIP.” In order to get quick and efficient services, patrons putted money into those boxes.

Apart from that, there is another belief that feudal lords who rode horses threw gold as tips for safe passage to the annoying farmers in the roads. English etymology would support this theory in its suggestion that the word was originally medieval street talk for “hand it over” (Templeton, 1996).

Along with the above two explanations of tipping history, in Tudor England's



homes, guests paid hosts' servants for their extra effort in helping them find accommodation. This tipping custom disseminated throughout Europe, especially in areas with a servant class. This continued into the seventeenth century where tips were accepted and even expected in more European establishments (Wang, 2010). However, since America did not have a servant class, this did not take off in the U.S. until the late 1800s, when rich Americans who had travelled to Europe started tipping as a way to show they were familiar with European customs (Azar, 2004a). In the 19th century, when Europeans travelled to America, they were surprised, because there was not a tipping custom in American restaurants. Black slaves became a way to spread the practices of tipping, because they were the primary receivers. This was met by fierce opposition at first for fostering a master-servant relationship in a nation where people were meant to be socially equal (Lynn, 2006).

A portion of Americans were not happy with tipping, but tipping took over as a custom in the United States. Later on, in 1890s, the first movement against tipping began. During 1905 to 1919, a number of protestors organized the Anti-Tipping Society of America and tried to get tipping in seven states abolished. It arose from some Americans who believed that tipping would allow servers to give better service to higher class. Following employer and employee protests, this movement ultimately failed. Tipping in the USA only began to gain acceptance at the start of the twentieth century when it was at the discretion of an individual (Azar, 2004a). It has now become an observance. Some books and websites give instructions to people as to where, when, and how much they should tip.

Elsewhere, it also recorded similar historical development. Casey (2001) suggests that tipping was not established in New Zealand because immigrants wanted to leave the rigid class system. McClure (2004) argues that in the middle of the twentieth century even serving guests was seen as a demanding job for the same reason, which is why service in New Zealand fell below international standards. In brief, different cultures in different times have had different practices. The culture of tipping is developed through learning; meanwhile, the behavior of tipping depends on different factors.

## **2.2 Reasons for Tipping**

Today, leaving tips follows service, so it is incorrect to say “to insure prompt service”, unless customers are willing to return. Therefore, there should be no motivation to tip if one is not going to return for the service (Azar, 2004b). Moreover, there is a clear relationship between the perceived quality of the service and the size of the tip (Azar, 2007a; Lynn & McCall, 2000; Videbeck, 2005). There is not a strong relationship on the size of the tip and frequency of use of the establishment (Lynn & Lynn, 2004). However, Elster (1989) argues that people are motivated to increase their own sense of worth. As a result, people will tip even if they are not going to return to the establishment because it will make them feel better about themselves.

There are diverse reasons why people leave tips without a legal obligation. One reason is that they believe leaving a tip will result in better future services. There are some other reasons for tipping, which include empathy for the one giving the service, desire to obey social norms and avoiding embarrassment that results from inflexibility.

Wang (2010) mentioned that many studies have shown that there is a relationship between evaluations of service quality and the tip size, however, these studies used between subjects, co-relational designs means that the observed relationship could be due to stable dispositional differences among tippers which affects the service quality rather than service ratings and tip sizes. Other studies have shown that tipping improves service quality; however, the extent of improvement varies between occupations. Most of these studies have not been published and the ones already published are included in the academic journals that restaurant managers rarely read. Economists theorize that tipping is the most effective way of providing service workers with reward or incentives that enhance their performance (Conlin, O'Donoghue & Lynn, 2003). Economists further believe that tipping integrates three major sections of economics, social economics, labor economics and behavioral economics (Azar, 2003). As a result, people who leave tips may do so because they want to avoid embarrassment. Therefore, tipping interferes with social economics through people following social norms. Many American workers use the practice of tipping as a way to supplement their wages, therefore, tipping is analyzed as a model of labor economics. In addition, for behavioral economics, people desire social approval and sometimes they want to show off, so they give tips.

Tipping makes a lot of sense from a restaurateur's perspective. There is no need for the owner of a restaurant to monitor servers for good customer service, because this will be done automatically through the tip amount from the patrons (Videbeck, 2005). Tipping encourages waiters and waitresses to get customers to spend more,

because most restaurant tips are given as a percentage of the bill. This is good for both the owners and the staff. Also, if servers receive tips, it can help managers reduce the amount of wages they pay at end of each month.

This has allowed managers to exploit the servers' by lowering their wages (Azar, 2003). Tipping started as a sign of gratitude and status, but has become a motivation and a social norm with a fearless connection to behaving in a socially acceptable manner. Tips these days are meant to be a reward for a service and if customers do not have discretion, as when the tip is included in the price, they lose this leverage (Wang, 2010). Another reason for tipping on top of a price with the tip included is not realizing that the tip was included (Walster, Berscheid, & Walster, 1973). Tipping is either included on the credit cards or given as cash. To this point, in the U.S. restaurant industry, there is another form of tipping called "advanced tipping" (Azar, 2003). There are other forms of tipping, which are tipping in the form of gifts and bribery tipping. In all of these cases, the questions, what is the primary motivation for tipping, and how does tipping amount affect customer service satisfaction, still exists.

Azar (2004a) suggests that tipping became more common in the USA when travelers to Europe returned home. Owners reduced the wages of employees which lead to employees needing to use tips to supplement their salaries. Thus, people gradually gave tips, in order to ensure the livelihood of the workers in service industry. Today, tipping in the service-oriented Thai culture has become almost widespread in the service industry. It is not easy for managers to control and monitor the waiters and waitresses who serve customers in the restaurant business. So, tipping is used as

quality control and considered as a reward or incentive for good services. At the same time, it is believed that customers often communicate and touch with servers. Thus, there is a better position to evaluate them than managers.

### **2.3 Types of Tipping**

Based on different forms of tipping, Azar (2007b) categorized tipping to six main groups, which are reward tipping, price tipping, tipping-in-advance, bribery tipping, holiday tipping and gift tipping.

- **Reward-tipping**

Reward tipping is given after the service is rendered to induce good service (Azar, 2007b). It is the most common form of tipping, which depends on customers' willingness to determine how much they will leave as tips after waiters or waitresses provide the service. This means, most occupations in the tourism and hospitality industry can receive tips based on their performances.

- **Price-tipping**

Price tipping is given as the price of the service (Azar, 2007b). It doesn't have a specific time which requires consumers to give tips either before or after service. At the same time, price tipping can be considered the same as reward tipping in some situations. However, Azar (2007b) mentioned that behind price tipping is that tips are in fact the price of the service, not an incentive to provide better service. For instance, for servers in restaurant, if there is a restaurant patron who gives tips before server serves him, this person could get better service than another who give tips after server serves him.



- **Tipping-in-advance**

Tipping-in-advance is given before the service is rendered to induce good service (Azar, 2007b). According to several versions about the origin of tipping, tipping in advance was the original type of tipping in commercial enterprise (Frankel, 1990; Brenner, 2001). The purpose of this tip is to help and commit servers to provide good quality of service. It will still create some issues, such as consumers may face unfair treatment or embarrassment when they give a small tip to servers.

- **Bribery-tipping**

It is defined as tips that are given before the service is rendered as bribery (Azar, 2007b). Consumers give this kind of tip before services, which is same as tipping-in-advance. It can be seen very easy in some service places, such as pubs, famous cafes or new opening restaurants. Since pubs are normally very crowded on weekends nights, it is hard to find a place without booking in advance. Thus, some consumers may give bribery tips to waiters or waitresses in order to find seats.

- **Holiday-tipping**

These are tips that are given once a year to workers who serve the consumer during the year (Azar, 2007b). Tipping workers around Christmas is customary in many occupations, such as the newspaper boy, babysitter, doorman in an apartment building and housekeeper (Star 1988). Because this tip is given once a year, sometimes it is between a tip and a gift.

- **Gift-tipping**

These are tips that are non-monetary (Azar, 2007b). Star (1988) mentioned that

gift tipping may take place in countries where monetary tips are not customary or even illegal. Due to tips being considered inappropriate in some occupations, customers use this as a way to say ‘thank you’ (Azar, 2007b).

## **2.4 Tipping in Thailand**

Tipping is not prohibited in Thailand. There is no obligation to give tips when people are dining out. In Thailand, people should expect to automatically pay a 10% service charge on all bills in most mid-range restaurants and almost all hotel-restaurants. This 10% service charge should be considered as a gratuity.

There is a Thailand Travel Article which introduces tipping in Thailand on website of Trip Advisor. It is said that there is no obligation or policy to give tips in Thailand. However, it would be fine if tourists really want to give tips when the services reach tourists’ expectations.  
(source: [www.tripadvisor.com/Travel-g293915-s606/Thailand:Tipping.And.Etiquette.html](http://www.tripadvisor.com/Travel-g293915-s606/Thailand:Tipping.And.Etiquette.html)).

Casey, (2001) mentioned that increasing number of workers in the hospitality industry gave momentum to tipping. There is also a larger number of international tourist arrivals to Thailand in each year. Some tourists have the custom to give tips, so they bring it from their countries to Thailand.

## **2.5 Factors that Influence Tipping**

Some studies have indicated that food and service quality, culture, type of restaurant, atmosphere, server appearance, patrons’ satisfaction and time of week are factors which influence tipping. In this section, it uses payment method, accompany

type, alcohol consumption, patronage frequency of dining, age, gender and region to understand the factors that influence tipping.

### **2.5.1 Patronage Frequency of Dining**

It was found that patronage frequency of dining can influence the size of the tip. Some customers attempt to ensure good service on subsequent visits to a particular restaurant (Lynn and Grassman, 1990). They also tend to leave larger average tips than do infrequent patrons (Lynn and McCall, 2000). This is similar with some patrons who prefer to go to the restaurants where they know the waiters or waitresses. There is a relationship between tipper and server. If they establish a one-time event with a waiter or waitress, they would most likely leave a small tip. Therefore, there is no need to buy future service as well.

### **2.5.2 Accompany Type**

Sanchez (2002) showed that servers can expect larger tips from parties dining without children, than from those who bring children along. Bodvarson and Gibson (1999); Harris (1995); Rogelberg, Ployhart and Balzer (1999) explore the presence of self-serving bias is possible in some of the studies regarding on customers' and servers' perceptions about the variables that affect tipping. Therefore, the researcher will investigate accompany type in this research.

### **2.5.3 Alcohol Consumption**

This is a factor that was found to influence tipping behavior based on whether or not alcohol is served to the dining party (Lynn, 1988). According to Lynn's (1988) study, there is a significant relationship between tipping and alcohol consumption.

Because alcohol makes people excited and improves moods, it tends to increase tipping sizes. The more alcohol ordered by patrons, the larger tip sizes will be left (Sanchez, 2002). However, few researchers have indicated alcohol consumption with significant results (Crusco & Wetzel, 1984).

#### **2.5.4 Payment Method**

There are few studies that examine the relationship between payment method and tip. Payment method sometimes depends on people's social status or economic preference. Restaurant patrons paying with credit cards generally leave larger bill-adjusted or percentage tips than do those paying with cash (Feinberg, 1986; Garrity and Degelman, 1990; Lynn and Latane, 1984; Lynn and Mynier, 1993). Koku (2005) showed that patrons who pay bills via credit card tend to leave larger tips. However, in one study, "diners who charged their lunch" left "substantially larger tips" (Garrity & Degelman, 1990) of 22.6%, versus the 15.9% rate of those who paid cash.

#### **2.5.5 Status**

A status reflects the general esteem given to it by society (Kotler, Bowen and Makens, 2010). People often behave differently to show their status in society. For instance, a businessman feels upset when all first-class seats are sold on. In this study, status is used to distinguish whether respondents are local residents in Bangkok, domestic tourists, or international tourists.

#### **2.5.6 Region**

People in different regions have different cultures. The regional differences also lead to different tipping behavior. Servers working in the United States think

Caucasians leave more tips than African Americans (Caudill, 2004; Lynn, 2005; Noll & Arnold, 2004). It causes some issues as well, such as some restaurants may only welcome Caucasians or African Americans get less fair treatments compared to others. Cho's (2005) study examined tipping behavior between American and Japanese restaurants. There is no culture for Japanese to leave tips when they dine out in their country. However, Japanese will leave tips when they go to other countries. Similarly, Australia and New Zealand do not have tipping norms in their countries. However, due to the influence by cross-culture, they began to leave tips.

#### **2.5.7 Gender**

Gender is also a species. Some research shows different tipping behavior between males and females. Tips are larger when customers are male (Lynn & Bond, 1992; Lynn & Latane, 1984; Stillman & Hensley, 1980; but see Cunningham, 1979). It points out social norms and social pressures as the reason. In the past, men are the one who paid bills and they tend to be generous when they have meal with women. Thus, men are more familiar with tipping practices. According to Bryant and Smith (1995), there is an argument that female tipplers have a slightly higher tip rate than males. The rate is 15.8% for average female tip.

#### **2.5.8 Age**

Few previous studies discuss the fact that age may influence tipping behavior, and there are not enough major findings. Based on Fong (2005), there is a difference in tipping behavior of younger and older people. As a result of desire to impress waiters or waitresses, young people may tip more than the middle age people. Normally,



young people care less about the way they spend money, so they tend to tip more.

## **2.6 Restaurant Patrons' Tipping Behavior**

People may be influenced by others to tip servers when they dine outside. They may feel embarrassed if they do not follow others in giving a tip. However, in some situations, even when people come from a country where tipping is considered as a custom, the value of tips may be different.

Generally speaking, attitudes of servers play a significant role and contribute to the amount of tip that patrons give. To some, restaurant patrons' tipping behavior extends under servers' control. When restaurant servers touch patrons, it can lead them to leave larger tips, (Crusco & Wetzel, 1984; Stephen & Zweigenhaft, 1986). Additionally, a waitress wears a flower in her hair to make herself more attractive (Stillman & Hensley, 1980), or the server introduces him or herself (Garrity & Degelman, 1990). Sometimes the waiter squats during the first visit to the table (Fitzsimmons & Maurer, 1991). Larger tips are expected from servers who have a pleasant attitude and give excellent service to patrons. If patrons have meals in an elegant or expensive restaurant, they are expected to leave larger tips (Garrity & Degelman, 1990). It looks reasonable to evaluate excellent food and prompt service by giving to higher tips in return (Hohhertz, 1980). In some situations, when the quality of food and the speed is not appropriate, some patrons still leave tips to reward waiter or waitress on the basis of service (Schein, Edwin, & Barbara, 1984).

Interestingly, if a waiter or waitress draws a happy face (Lynn, 1996) or writes a "thank you" on checks (Rind and Bordia, 1995; Lynn, 1996), sometimes it causes

patrons to leave tips. There are still other tipping behaviors among restaurant patrons, such as some patrons may leave tips when a server smiles to them (Tidd and Lockard, 1978). They believe the server's happy mood will influence them as well. Or, no matter how bad a patron's mood, they will give tips to avoid being neglectful when tipping is their social norm.

## **2.7 Related Empirical Studies**

### **Cho, M. (2005). A re-examination of cultural influences on restaurant tipping behavior: A comparison of Japan and the U.S**

This research examined whether different cultures would influence tipping behavior between Japan and the U.S. The Hofstede's concept, as the main guiding theory, was used. It includes uncertainty avoidance, masculinity, individualism and power distance. It was conducted through a three-step research methodology, which included list of potential service quality attributes, a focus group and a questionnaire survey. Face-to-face interviews, along with 276 questionnaires were conducted at Incheon International Airport. There were four hypothesizes in this research, which are as follows:

H1: Japanese restaurant consumers from a culture with high un-certainty perceive uncertainty avoidance-based service quality attributes as more influential in tipping than American restaurant consumers.

H2: Japanese (American) restaurant consumers from a culture with masculinity (femininity) perceive masculine (feminine) service quality attributes as more influential in tipping than American (Japanese) restaurant consumers.

H3: Japanese (American) restaurant consumers from a culture with greater collectivism (individualism) perceive collectivism (individualism) based service quality attributes as more influential in tipping than American (Japanese) restaurant consumers.

H4: Japanese restaurant consumers from a culture with high power distance perceive power distance based service quality attributes as more influential in tipping than American restaurant consumers.

This research found that uncertainty avoidance, individualism and power distance lead to hypothesis 1, 3 and 4 being rejected. Hypothesis 2 could be supported by masculinity. The results of this research were unexpected and hypothesis testing showed weak evidence.

**Chung, K. H. M., and Heung, C. S. V. (2007). Tipping behavior of diners in three upscale Chinese restaurants in Hong Kong**

This research contributed to new literature, and examined factors that affect a restaurant patron's tipping behavior in the Chinese food restaurants in Hong Kong. Those factors were customers' personal values, conformities with social conventions, food quality, service quality, customers' return likelihood, overall meal satisfaction and the restaurant's reputation, A total of 611 questionnaires were distributed in three selected Chinese restaurants. The results of this research showed that service quality and customers' personal values had no significant relationship with tip size. Other factors could be good indicators to tip size.

**Hsien, A. T., and Wu, D. H. (2007). The relationship between timing of tipping and service effort**

This study explored the relationship between the times of tipping (before, after and end the meals) and service effort. A total of 236 respondents were contacted using questionnaires. It was shown that there was a significant relationship between timing and tipping. The earlier (before the service) the tippers gave tips, the better service they received.

**Sanchez, A. (2002). The effect of alcohol consumption and patronage frequency on restaurant tipping**

The purpose of this research was to examine the influences of children, alcohol, age and patronage frequency on tips. At dinner time, the server collected data from 164 tables. There was incomplete data from 26 tables.

It concluded there was a significant influence of patronage frequency toward tips. Other factors also influenced tip size. Servers were expected to get a larger amount of tips when they ordered alcohol. Moreover, patrons with 'no children' left more tips than patrons with children. However, there was no significant affect on gender, ethnicity, seating preference and payment method.

**Fisher, D. (2009). Grid-group analysis and tourism: tipping as a cultural behavior**

This research used grid-group concept to investigate tipping behavior in tourism industry. The grid-group concept explains the reason that the same person may act in different ways in different situations. Using grid-group concept, analysis of behaviors

of both hosts and guests gave mixed and conflicting results.

**Dewald, B.W.A., and Self, J. (2007). Tipping is becoming Russia's cup of tea**

The purpose of this study was to examine Russian tipping practices in the restaurants and the patrons' satisfaction among restaurants. The data was collected in Petrozavodsk, Russia by describing restaurants, how patrons used their attributes, making suggestions, and rating the service quality, food quality, atmosphere and whether money is worth or not. The results indicated tipping behavior was gradually introduced into Russia's social structure and there was a new expectation of tipping in Russia.

**Wang, L. (2010). An investigation and analysis of U.S. restaurant tipping practices and the relationship to service quality with recommendations for field application**

This research investigated the relationship between tipping and service quality in restaurants. Meanwhile, it also made recommendations for managers of restaurants. Through two sets of questionnaires, the data was collected. The first data type had two objectives which were to understand the reasons those patrons leave tips to servers, and to rate satisfaction at the end of meal. The second data type was to examine managers' perceptions toward servers' performance, and then compare it with patrons' perceptions. The results indicated if patrons' satisfaction was small, then they left smaller amounts of tips.

**Fong, S. F. (2005). The socio-economic motives underlying tipping behavior**

The purpose of this study was to investigate the socio-economic factors which



affect tipping behavior, and the reasons why individuals leave tips. A total of 81 questionnaires were distributed to students at the University of Saskatchewan. It concluded that patrons follow social norms to give tips, as well as to ensure a better future service. Moreover, the service quality, region and area of patrons' study are the major factors to determine the tip sizes. Although, it established poor service leads to lesser amount of tips, some patrons still leave tips even if they know service is bad.

## 2.8 Summary of Related Empirical Studies

The following Table 2.1 presents a summary of the related empirical studies cited in this chapter.

Table 2.1 Summary of Related Empirical Studies

Researchers (year)	Research Title	Objective of the Research	Research Methodology	Research Findings
Cho, M. (2005)	A re-examination of cultural influences on restaurant tipping behavior: A comparison of Japan and the U.S.	To examine whether the different culture would influence tipping behavior among Japan and the U.S.	A three-step research includes list of potential service quality attributes, focus group and questionnaire survey; 276 questionnaires useable	It found that uncertainty avoidance, individualism and power distance lead to hypothesis 1, 3 and 4 rejected. Hypothesis 2 could be supported by masculinity
Chung, K. H. M., and Heung, C. S. V. (2007)	Tipping behavior of diners in three upscale Chinese	To examine factors that affect a restaurant patron's decision in	A survey was conducted in three selected Chinese; 611 useable	The results of this study shows service quality and customers' personal values are no significant

Continued...

Table 2.1 Summary of Related Empirical Studies (Continued)

	restaurants in Hong Kong	tipping food service industry at Chinese restaurant in Hong Kong		relationship with tip size. Other factors could be good indicators to tip size.
Hsien, A. T., and Wu, D. H. (2007)	The relationship between timing of tipping and service effort	To explore the relationship between the times of tipping and service effort	A questionnaire survey; 236 useable	There is a significant relationship between tipping and timing
Sanchez, A. (2002)	The effect of alcohol consumption and patronage frequency on restaurant tipping	To examine the influences of children, alcohol, age and patronage frequency on tips	A questionnaire survey was conducted in dinner time; 164 tables were collected data, 26 tables unusable	There is a significant influence for patronage frequency toward tips. Servers are expected get a larger amount of tips when they ordered alcohol. Patrons are with no children could except more tips than patrons with children. There is no significant affect to gender, ethnicity, seating preference and payment method.
Fisher, D. (2007)	Grid-group analysis and tourism: tipping as a cultural behavior	To investigate tipping behavior in tourism industry	Grid-group theory	Grid-group concept could analysis behaviors for both hosts and guests. The result is mixed and conflict.

Continued...

Table 2.1 Summary of Related Empirical Studies (Continued)

Dewald B.W.A., and Self, J. (2007)	Tipping is becoming Russia's cup of tea	To investigate the relationship between tipping and service quality in restaurants	The data was collected in Petrozavodsk, Russia by describing restaurants, how patrons used attributes, making suggestions, and rating the service, food quality, atmosphere and whether money is worth or not.	The result indicated tipping behavior is gradually into Russia's social structure. Moreover, there is new expectation of tipping in Russia.
Wang, L. (2010)	An investigation and analysis of U.S. restaurant tipping practices and the relationship to service quality with recommendations for field application	To investigate the relationship between tipping and service quality in restaurants and to make recommendations for managers of restaurants	Two type of questionnaires	The result indicated that if patrons' satisfaction is less, they leave less amount tips, or on the contrary way
Fong, S. F. (2005)	The socio-economic motives underlying tipping behavior	To investigate the socio-economic factors which affect tipping behavior and the reasons for individual who leave tips	A questionnaire was distributed to students at the University of Saskatchewan; 81 useable	Social norms, service quality, region and area of patrons' study are the major factors to determine the tip sizes. Some patrons still leave tip even they know service is bad.

Source: developed by the researcher for this study

## 2.9 Summary of Literature Reviewed

According to the above literature review, Cho (2005) and Casey (2001) show that patrons' race and culture is a significant factor to influence tipping behavior. For instance, Japanese and American restaurant patrons display cultural differences in how they treat tips related service quality dimensions. Tipping was used not accepted in New Zealand, but nowadays, it is prevalent in some parts of New Zealand.

Secondly, Chung and Heung (2007) and Sanchez (2002) have the same results that service quality, food quality, type of restaurant, atmosphere of restaurant, gender of server and time of the week are also significant factors that influence patrons' tipping behavior. Sometimes, it will affect the amount of tipping. Meanwhile, Sanchez (2002) mentioned that some factors also can be used as factors, which related to tipping behavior, such as alcohol consumption, the presence of children in the dining party, patron frequency and age.

Finally, Wang (2010) made similar conclusions and recommendations, such as many managers thought tipping was a good way to reward good service. At the same time, it is as a motivation to ensure employees performance and service encounter. Stillman and Hensley (1980) and Tidd and Lockard (1978) suggested that servers could smile or wear flowers in the hair to increase the amount of tips.

## CHAPTER III

### RESEARCH FRAMEWORK

This chapter includes the theoretical framework, conceptual framework, research hypotheses and list of the independent and dependent variables.

#### 3.1 Theoretical Framework

A theoretical framework consists of an analytical comprehensive tool, which aims to give concrete examination of a concept from the chosen features (Maulet, 2006).

Firstly, a study by Wang (2010) examined the relationship between tipping and service quality in restaurants. It was used to make recommendations for managers of restaurants. This study collected two types of data. It identified credit card and cash as payment methods that could influence patrons' tipping behavior. In the present study, the researcher adapts those issues in the proposed framework.

Secondly, Sanchez (2002) examined the influence of children, alcohol, age and patronage frequency on tips. It shows that there is a significant influence of patronage frequency on tips. Servers are expected to get a larger amount of tips when they order alcohol. Patrons 'with no children' could expect more tips than patrons 'with children'. Thus, the researcher includes patronage frequency, accompany type, alcohol consumption and age in this study as influencing variables.

Finally, Fong (2005) tested the socio-economic factors, which affect tipping behavior and the reasons for individuals who leave tips. Based on results from that



study, gender, age and ethnicity were found to be good predictors in examining tipping behaviors, hence they are used in this study too.

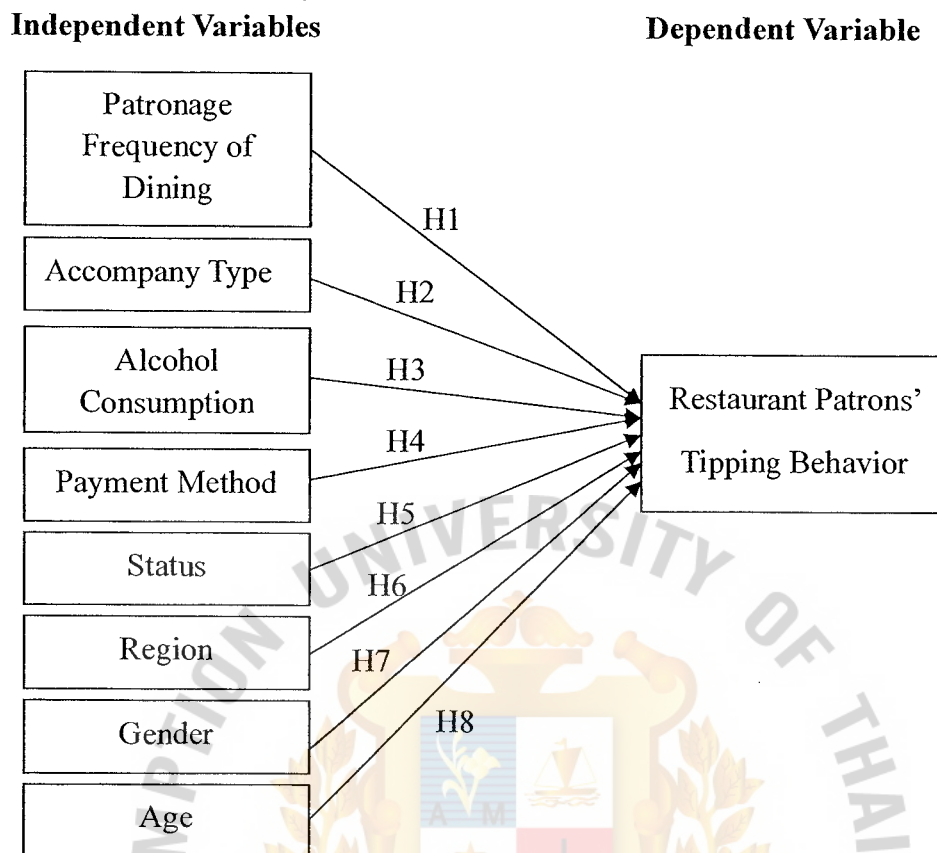
This way the researcher selects some aspects and variables according to above discussion, in order to propose conceptual framework in the next section.

### **3.2 Conceptual Framework**

A conceptual framework is a model that theorizes a logical set of relationships among several factors and explains the main concept under study. It is based on literature review of previous and existing studies. It is the basis for the entire research project.

In this study, patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender and age are the independent variables. Restaurant patrons' tipping behavior is the dependent variable. Figure 3.1 shows the conceptual framework of this study.

Figure 3.1 Conceptual Framework



Source: developed by the researcher for this study

### 3.2.1 Independent Variables

Eight independent variables are identified in this study, which are patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender and age.

#### Patronage frequency of dining

Patronage frequency of dining may have a significant meaning with restaurant patrons' tipping behavior. This is due to the fact that restaurant patrons may dine out many times within a week. Suppose they have meals at a same restaurant each time, the probability of giving tips will be higher than other restaurant patrons who dine at a particular restaurant once a week.

**Accompany type**

Accompany type would lead restaurant patrons to give tips as well. In fact, it depends on whom they are accompanied by. Different accompany types will have totally different results in regard to tips, such as when a restaurant patrons dines with their family members or conversely their colleagues.

**Alcohol consumption**

Alcohol changes people's moods. It can make them happy or feels upset. Restaurant patrons who always order alcohol at restaurant may give more tips than those who sometimes order or never order alcohol when they dine outside the home. One reason for this is that restaurant servers need to serve and visit patrons' who order alcohol tables more often. Therefore, the server has more opportunity to make a better relationship.

**Payment method**

Three payment methods are considered in this study, which are credit card, cash and check. The different payment methods could lead to varying amount of tips.

**Status**

A status indicates a person's social level, which may lead to different treatments. In this study, status is used to distinguish respondents' types, whether they are local residents, domestic tourists or international tourists. This may have a significant relationship with restaurant patrons' tipping behavior.

**Region**

People who come from different regions would have different tipping behaviors,

because of cultural difference, such as Americans and Europeans who follow a tip-based culture. However, leaving tips is not a social normal for Asians, Australians and Africans.

## **Gender**

Gender differences causes people to think differently, as well as behave differently when they give tips to restaurant servers. For instance, if patrons are male, they may give better tips to a waitress who is beautiful, or female patrons give better tips to servers who are friendly.

## **Age**

Age is an important factor that could affect restaurant patrons' tipping behavior. People in different ages have different consumer behavior, and their financial situations are not the same.

### **3.3 Research Hypotheses**

According to above conceptual framework, the hypotheses are presented as follow:

Ho1: The difference in restaurant patrons' tipping behaviors based on patronage frequency of dining is not significant.

Ha1: The difference in restaurant patrons' tipping behaviors based on patronage frequency of dining is significant.

Ho2: The differences in restaurant patrons' tipping behaviors based on accompany type is not significant.

Ha2: The differences in restaurant patrons' tipping behaviors based on accompany

type is significant.

Ho3: The difference in restaurant patrons' tipping behaviors based on alcohol consumption is not significant.

Ha3: The difference in restaurant patrons' tipping behaviors based on alcohol consumption is significant.

Ho4: The difference in restaurant patrons' tipping behaviors based on payment method is not significant.

Ha4: The difference in restaurant patrons' tipping behaviors based on payment method is significant.

Ho5: The difference among restaurant patrons' tipping behaviors based on status is not significant.

Ha5: The difference among restaurant patrons' tipping behaviors based on status is significant.

Ho6: The difference among restaurant patrons' tipping behaviors based on region is not significant.

Ha6: The difference among restaurant patrons' tipping behaviors based on region is significant.

Ho7: The difference in restaurant patrons' tipping behaviors based on gender is not significant.

Ha7: The difference in restaurant patrons' tipping behaviors based on gender is significant.

Ho8: The difference in restaurant patrons' tipping behaviors based on age is not



significant.

Ha8: The difference in restaurant patrons' tipping behaviors based on age is significant.

### 3.4 Operationalization of the Independent and Dependent Variables

The operational definition gives meaning to a concept by specifying the activities or operation necessary in order to measure the variables under investigation (Zikmund, 2003).

#### 3.4.1 Independent Variables

**Patronage frequency of dining** is as the first independent variable in the conceptual framework shown above. The researcher uses weekdays, weekends, festival holidays and long holidays as options of patronage frequency of dining.

Secondly, **accompany type** means the people who have a meal with a patron. So the researcher discusses how people eating alone or with other dependents, like family members, friends, colleagues, boyfriends or girlfriends, spouses and others affects tipping behavior.

Thirdly, **alcohol consumption** and **payment method** are also independent variables. Alcohol consumption is based on whether patrons order alcohol when they have meal in restaurants or not. Restaurant patrons usually pay via cash, credit card, and check.

At last **status, region, gender** and **age** are the final four independent variables of the conceptual framework. The researcher will choose the respondents' age above 18, with different gender and from different areas around the world.

### 3.4.2 Dependent Variable

The restaurant patrons' tipping behavior may influence local residents, domestic and international tourists to give tips.

In addition, Table 3.1 and Table 3.2 present the operationalization of the identified independent variables and dependent variable.

Table 3.1 Operationalization of Independent Variables

Independent Variables	Conceptual Definition	Operational Components	Scale of Measurement	Question Number
Patronage Frequency of Dining	Number of times to dine out	-Once -2-3 times -4-5 times -More than 5 times	Ordinal Scale	Part I, Q6
Accompany Type	People with diverse blood and social relationship have meal together	-Family members -Friends -Colleagues -Boy/girl friend -Spouse -Along	Nominal Scale	Part I, Q7
Alcohol Consumption	Order alcohol	-Yes - Sometimes -No	Nominal Scale	Part I, Q8
Payment Method	The types of payment method to pay service	-Cash -Credit-card -Cheque	Nominal Scale	Part I, Q9
Status	People's social or professional position	-International tourist -Local resident -Domestic tourist	Nominal Scale	Part III, Q30
Region	The geographical area people belong to	-Europe -America -Asia -Africa - Australia	Nominal Scale	Part III, Q31
Gender	Biological differentiation of individuals	-Male -Female	Nominal Scale	Part III, Q32

Continued...

Table 3.1 Operationalization of Independent Variables (Continued)

Age	The length of time that one has existed	-18 -19 -20 - 29 -30 - 39 -40 - 49 -Above 50	Ordinal Scale	Part III, Q33
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Source: developed by the researcher for this study

Table 3.2 Operationalization of Dependent Variable

Dependent Variable	Conceptual Definition	Operational Components	Scale of Measurement	Question Number
Restaurant Patrons Tipping Behavior	The way that people act or conducts themselves or respond towards servers for their restaurant service	<ul style="list-style-type: none"> <li>- Evaluate “Excellent food”</li> <li>- Server is greeting</li> <li>- Server is introducing themselves</li> <li>-Server is smiling</li> <li>- Server is writing “thank you” or drawing a happy face</li> <li>- Server repeat orders</li> <li>- Evaluate “Friendly service”</li> <li>-Server makes good suggestions</li> <li>- Server is casually touching</li> <li>- Evaluate “Prompt delivery of main course”</li> <li>- Waiters or waitresses are attractive</li> <li>- Serves make more visits to my table</li> <li>- Expensive restaurant</li> <li>- Atmosphere is at its best</li> <li>- Even in a bad mood, give tip</li> <li>- Fear of disapproval</li> </ul>	Interval Scale	Part II, Q14  Part II, Q15 Part II, Q16  Part II, Q17 Part II, Q18  Part II, Q19 Part II, Q20  Part II, Q21  Part II, Q22  Part II, Q23  Part II, Q24  Part II Q25  Part II, Q26 Part II, Q27  Part II, Q28  Part II, Q29

Source: developed by the researcher for this study

## CHAPTER IV

### RESEARCH METHODOLOGY

This chapter considers the research methods utilized; respondents and sampling procedures, which includes population, sample size, and sampling procedure; research instruments; questionnaire design; a collection of the data-gathering procedures; pretest and reliability test; and the statistical treatment of data.

#### 4.1 Methods of Research Used

Generally speaking, there are three types of methods that research can use, which are descriptive research, explanatory research, and evaluative research.

In this study, the researcher chose descriptive research as the preferable method. Zikmund (2003) pointed out that descriptive research describes the characteristics of a population or phenomenon. The reason that the researcher chose descriptive research is that it describes the answers to the research problems in detail. This method is also easy, accurate and efficient.

Meanwhile, the research typical to a descriptive study is survey research. According to Zikmund (2003), survey research is defined as a method of gathering primary data based on communication with a representative sample of individuals. As such, the researcher used this method to collect data and focus on the tourists' tipping behavior.

## **4.2 Respondents and Sampling Procedures**

### **4.2.1 Target Population**

The target population is defined as the complete group of specific population elements relevant to the research project (Zikmund, 2003). The target respondents for this study were international and domestic tourists, and local residents of all genders, ages 18-years old or above, who dine out at restaurants at Siam Paragon and CentralWorld shopping areas in Bangkok, Thailand.

### **4.2.2 Sampling Method**

Non-probability sampling and convenience sampling, or accidental sampling, was chosen by the researcher in order to conduct this survey. Based on Zikmund (2003), non-probability sampling is defined as the sampling technique in which units of the sample are selected on the basis of personal judgment or convenience. Convenience sampling, as one type of non-probability sampling, is applied by obtaining units or people who are most conveniently available (Zikmund, 2003). Although it is quick to use convenience samples to get a large number of convenience sampling, there are some disadvantages as well.

### **4.2.3 Sample Size**

According to Zikmund (1994), sample size is the size of a sample, or the number of observations or cases specified by the estimated variance of the population, the magnitude of acceptable error, or the confidence level. It is difficult to estimate the population in this research. Thus, the researcher used the following mathematical formula from Zikmund (1994), in order to determine the absolute sample size with 95%



confidence level that findings from the study reflect the whole population.

$$n = \frac{Z^2 * p * q}{E^2} \quad \text{Equation (1)}$$

Where:

n= number of sample size;

Z<sup>2</sup>= square of the confidence level in standard error limits;

The Z score is based on the researcher's desired level of confidence (LOC) which is set at 95%. Then, the number of standard score of Z associated with confidence level is equal to 1.96, where the value of Z is derived from the Normal Curve.

P= estimated proportion of success;

q= (1-p), or estimated proportion of failures;

E<sup>2</sup>= square of the maximum allowance for error between the true proportion and sample proportion.

While confidence level was set at 0.95 (95%), the maximum allowance for error became 0.05.

According to the steps above, the calculation formula are present as follows:

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2}$$

$$n = 384.16$$

The result of the calculation of this formula is 384, which means the researcher will distribute around 400 questionnaires to the local residents, domestic and international tourists in Siam Paragon and CentralWorld area.

#### 4.2.4 Sampling Procedures

In order to study patrons' tipping behavior and reach the objectives in this

research, the researcher conveniently selected respondents at Siam Paragon and CentralWorld area on 29<sup>th</sup> September 2012 to 4<sup>th</sup> October 2012 for reliability test of questionnaires. Then, the researcher distributed the formal survey during 6<sup>th</sup> December, 2012 to 20<sup>th</sup> February, 2013.

At first, the researcher tried to find restaurant usage from sources on the Internet including tourism and hospitality journals, which are made up of articles focused on restaurant as secondary data. This data would have been gathered and recorded by other researchers prior to this study. After designing the questionnaire, the researcher distributed those questionnaires at Siam Paragon and CentralWorld areas as the reliability test of questionnaires during 29<sup>th</sup> September 2012 to 4<sup>th</sup> October. A deluge of tourists are attracted in this area due to the surplus of shopping stores, cinemas, restaurants, luxuriant department stores, as well as luxury hotels. Therefore, it is very convenient to distribute questionnaires in this area. Convenient sampling is a good way to conduct this survey. The researcher went to these areas during weekdays and weekends on 6<sup>th</sup> December, 2012 to 20<sup>th</sup> February, 2013, because it is possible that different days may yield different results. Some restaurants did not allow the researcher to distribute questionnaires inside the restaurant. Therefore, the researcher walked around those areas, and asked whether it was convenient to distribute questionnaires. Before the launch of the questionnaire, the researcher made sure that the potential respondents have had their meals and are ready to leave the restaurant. The researcher intercepted once they exited the restaurant after payment. During survey, researcher found respondents confuse some wordings in questionnaire.

Therefore, in February, researcher gave ten questionnaires to colleagues at ABAC to check wordings of statement in questionnaire. For local consideration of those who cannot understand English, the researcher provided a questionnaire in Thai. Before giving questionnaire, the researcher explained the purpose of this study.

#### **4.3 Research Instrument and Questionnaire Design**

The research instrument was a self-administered questionnaire. In order to be consistent with research objectives, the structure of the questionnaire is explained below:

##### **Part I: General Information**

This section of the questionnaire asked respondents three types of questions. First, the questions inquired about the respondent's meal, type of visit, group size, day of visit, type of restaurant, patron frequency to the restaurant, patron accompany, alcohol consumption, payment method, and reason for tipping. The researcher provides multiple choices for each question. Second, the questionnaire asked about the occupations of tourism employees who received tips. Each item measured on a 4-point Likert Scale, where 4 = not applicable 3 = do not tip, 2 = sometimes tip, 1 = always tip. Third, the researcher crafted two open-ended questions, which assisted in the discussion of whether or not tipping should be replaced with an automatic service charge, and whether organizations should pay servers higher wages so that servers will not be dependent on tips.

##### **Part II: Restaurant Patrons' Tipping Behavior**

Under part two, respondents were asked fifteen questions about their tipping

behavior in restaurants. The researcher used a 5-point Likert Scale ranging from 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree to measure the patrons' tipping behavior.

### Part III: Personal Information

The last section of the questionnaire consisted of multiple-choice questions that asked about personal information, such as country of origin, gender and age.

Table 4.1 Arrangement of the Questionnaire

Part	Group of Variables	Operational Items	Question No.
I	General Information	1) Meal 2) Type of visit 3) Group size 4) Day of visit 5) Type of restaurant 6) Patronage frequency of dining 7) Accompany type 8) Alcohol consumption 9) Payment method 10) Reasons to give tip 11) Occupations to received tip 12) Should tip replaced by service charge 13) Should increase employees' wages	Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13
II	Restaurant Patrons' Tipping Behavior	14) Evaluate "Friendly service" 15) Greeting 16) Introducing themselves 17) Smiling 18) Writing "thank you" or drawing a happy face 19) Repeating orders 20) Casually touching 21) Make good suggestions 22) Evaluate "Excellent food" 23) Evaluate "Prompt delivery of main course"	Q14 Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23

Continued...

Table 4.1 Arrangement of the Questionnaire (Continued)

		24) Waiters or waitresses are attractive	Q24
		25) More visits to table	Q25
		26) Expensive restaurant	Q26
		27) Atmosphere is good	Q27
		28) Try to give tip in bad mood	Q28
		29) Fear of disapproval	Q29
III	Personal Information	30) Status	Q30
		31) Region	Q31
		32) Gender	Q32
		33) Age	Q33

Source: developed by the researcher for this study

#### 4.4 Collection of Data and Gathering Procedures

##### 4.4.1 Primary Data

A survey method was used to collect the primary data. The researcher distributed 30 questionnaires as a pre-test during 29<sup>th</sup> September 2012 to 4<sup>th</sup> October 2012 at Siam Paragon and CentralWorld area. Another 370 questionnaires were distributed and collected by the researcher from 6<sup>th</sup> December 2012 to 20<sup>th</sup> February 2013. The researcher used SPSS program (Statistical Package for the Social Sciences) to analyze the data and to ensure accurate results (see Table 4.2).



Table 4.2 Primary Data Collection

Months (in 2012-2013)	Places of Location of Restaurants in Bangkok	Number of Questionnaires Delivered	Number of Questionnaires Return
<b>September October</b>	Siam Paragon (Grand Floor)	30	20
	CentralWorld (6 <sup>th</sup> Floor)	10	10
<b>December</b>	Siam Paragon (Grand Floor)	40	32
	Siam Paragon (3 <sup>rd</sup> Floor)	20	18
	CentralWorld (3 <sup>rd</sup> Floor)	30	28
	CentralWorld (6 <sup>th</sup> Floor)	35	30
<b>January (2013)</b>	Siam Paragon (Grand Floor)	40	35
	Siam Paragon (3 <sup>rd</sup> Floor)	30	28
	Siam Paragon (4 <sup>th</sup> Floor)	20	20
	CentralWorld (3 <sup>rd</sup> Floor)	25	20
	CentralWorld (6 <sup>th</sup> Floor)	30	28
	CentralWorld (7 <sup>th</sup> Floor)	20	20
<b>February</b>	Siam Paragon (Grand Floor)	30	21
	Siam Paragon (3 <sup>rd</sup> Floor)	20	15
	CentralWorld (6 <sup>th</sup> Floor)	45	45
	CentralWorld (7 <sup>th</sup> Floor)	30	30
	ABAC(to check wordings of statement in questionnaire)	10	0
<b>Total</b>		<b>445</b>	<b>400</b>

Details gathered by the researcher as part of this research

In order to explore the reliability of the questionnaire, 30 pre-test questionnaires were distributed from 29<sup>th</sup> September to 4<sup>th</sup> October 2012. A total of 30 questionnaires were disseminated at the Grand Floor in Siam Paragon, to which only 20 people responded. The remaining 10 questionnaires were distributed on 6<sup>th</sup> floor of CentralWorld. Both of the places have a variety of restaurants that satisfy restaurant patrons with different dining preferences.

After the first 30 questionnaires were distributed, the researcher noticed that most people do not want to be disturbed by the researcher while they are enjoying their

meal. Also, people were not used to leaving tips after they finish meals. It was difficult to distribute the survey through one researcher alone. The researcher included seven close friends and asked them to accompany the researcher during distribution of questionnaires at Siam Paragon and CentralWorld.

From 6<sup>th</sup> to 16<sup>th</sup> December 2012, researcher went to Siam Paragon and CentralWorld accompanied by 3 companions to distribute 125 questionnaires to which 108 people participated. In order to bolster otherwise lackluster responses, the researcher tested an idea given to her by her professor, which was to read or ask questions if respondents appear reluctant to read questionnaires.

On 19<sup>th</sup> January to 20<sup>th</sup> February 2013, researcher and companions went to Siam Paragon and CentralWorld to distribute questionnaires. Researcher gave respondents a pen as a token of appreciation respondents for their help. There were 290 questionnaires delivered, only 262 questionnaires returned. In February, 10 questionnaires were given to colleagues at ABAC to check the wording of some issues in the questionnaire.

Therefore, a total of 400 questionnaires were successfully collected.

#### **4.4.2 Secondary Data**

Secondary data is data gathered not for the purpose of the current needs of researcher. In this study, the researcher gathered secondary data from academic tourism research journals, textbooks, newspaper articles, computerized databases, online searching, and so on.

## 4.5 Pretest and Reliability test

### 4.5.1 Pretest

A pretest is a trial run with a group of respondents used to screen out problems, ambiguity or bias in the instrument or design of a questionnaire. The pretest established whether the questionnaire contained similar meaning to all respondents or the point at which respondent is likely to terminate (Zikmund, 2003).

In order to assess the reliability of the research and make sure the data was accurate, 30 questionnaires were distributed as a pre-test to participants of different genders, nationalities and ages at Siam Paragon and CentralWorld area during the 29<sup>th</sup> September 2012 to 4<sup>th</sup> October 2012, through SPSS 16.0.

### 4.5.2 Reliability test

The researcher uses Cronbach's Coefficient Alpha Scale to measure the reliability of questionnaire. Table 4.3 shows the result of reliability test, where the outcome of 16 items was 0.868, which is greater than 0.60. Therefore, the questionnaire is reliable as well as it could reach the objective for this study.

Table 4.3 Reliability Test – Restaurant Patrons' Tipping Behavior

Cronbach's Alpha	No. of Items
.868	16

Source: developed by the researcher for this study.

## 4.6 Statistical treatment of data

### 4.6.1 Descriptive Statistics

Based on Zikmund (2003), mentioned in descriptive statistics, the calculation of

the average, frequency distribution, and percentage distribution are the most common forms of summarizing data. These tools transform raw data into a form that will make it easy for researchers to interpret and understand their findings.

#### **4.6.2 Inferential Statistics**

In this research, the researcher will use inferential statistics as well. Zikmund (2003), defined these as a tool used to make an inference about a population from a sample. There are two inferential methods will be used, which are One-way ANOVA and Independent Sample T-test.

##### **One-way ANOVA**

One-way ANOVA is the first statistical treatment of data in this research. Analysis of variance (ANOVA) is a technique used to determine if statistically significant differences in means occur in two or more groups. This begins to resemble the cross-tabulation process, but with means appearing in the cells of the table instead of counts. Thus, the null hypothesis is that all the means are equal to the overall mean (Veal, 2006). This technique is referred to as “one-way” because there is only one independent variable.

One-way ANOVA in this research will be applied to figure out the difference in patronage frequency of dining and age.

##### **Independent Sample t-test**

Independent sample t-test refers to the comparison of two means, and then to see whether there is a significant difference between them. The means can only be calculated for ordinal and scale variable, not nominal variable – for instance the

average holiday expenditure of visitors from different countries, the average age of a group of participants in an activity, or the average score of a group on a Likert Scale (Veal, 2006).

According to Veal (2006), if there is no difference between two means in the population ( $H_0$ ) then, for a given sample size,  $t$  has no ‘distribution’ of likely value. High values are rare, so if the value from a sample is high – in the top 5% of values for that sample size – then reject  $H_0$  and accept  $H_a$  to conclude that there is a significant difference at the 5% level of probability respectively.

In this research, the researcher will apply Independent sample  $t$ -test to investigate the difference between patrons’ tipping behaviors with payment method, alcohol consumption and gender.

Table 4.4 Statistical Method test for Data Analysis

No.	Hypothesis Statement	Statistical test
Ho1	The difference in restaurant patrons’ tipping behavior based on patronage frequency of dining is not significant	One-way ANOVA
Ho2	The difference in restaurant patrons’ tipping behavior based on accompany type is not significant	One-way ANOVA
Ho3	The difference in restaurant patrons’ tipping behavior based on alcohol consumption is no significant	One-way ANOVA
Ho4	The difference in restaurant patrons’ tipping behavior based on payment method is not significant	One-way ANOVA
Ho5	The difference among restaurant patrons’ tipping behavior based on status is not significant	One-way ANOVA
Ho6	The difference among restaurant patrons’ tipping behaviors based on region is not significant	One-way ANOVA
Ho7	The difference in restaurant patrons’ tipping behavior based on gender is not significant	Independent Sample $t$ -test
Ho8	The difference in restaurant patrons’ tipping behavior based on age is not significant	One-way ANOVA

Source: developed by the researcher for this study



## CHAPTER V

### DATA ANALYSIS

This chapter focuses on the analysis and findings from the data collection. The descriptive statistic is used to describe relationships among variables related the hypotheses concerning restaurant patrons' tipping behavior at Siam Paragon and CentralWorld areas, in Bangkok, Thailand. The SPSS (Statistical Package for Social Science), version 16.0 was used to analyze the data.

#### 5.1 Descriptive Statistics

A total of 400 questionnaires were self-administered to the local residents, international and domestic tourists at Siam Paragon and CentralWorld areas during 6<sup>th</sup> December, 2012 – 20<sup>th</sup> February, 2013. All 400 questionnaires were filled in and returned to the researcher.

##### 5.1.1 General Information

###### 5.1.1.1 Meal

Table 5.1 and Figure 5.1 below show that in this study, the majority of the restaurant patrons preferred to have 'dinner' (61.5%) at the restaurant, followed by 'lunch' (17.8%), 'supper' (8.8%), and 'afternoon tea' (6.2%). The smallest group of restaurant patrons was those who preferred to have breakfast (5.8%). Therefore, it can be concluded that the majority respondents prefer to have 'dinner' rather than have 'breakfast', 'lunch', 'supper' or 'afternoon tea' at restaurant.

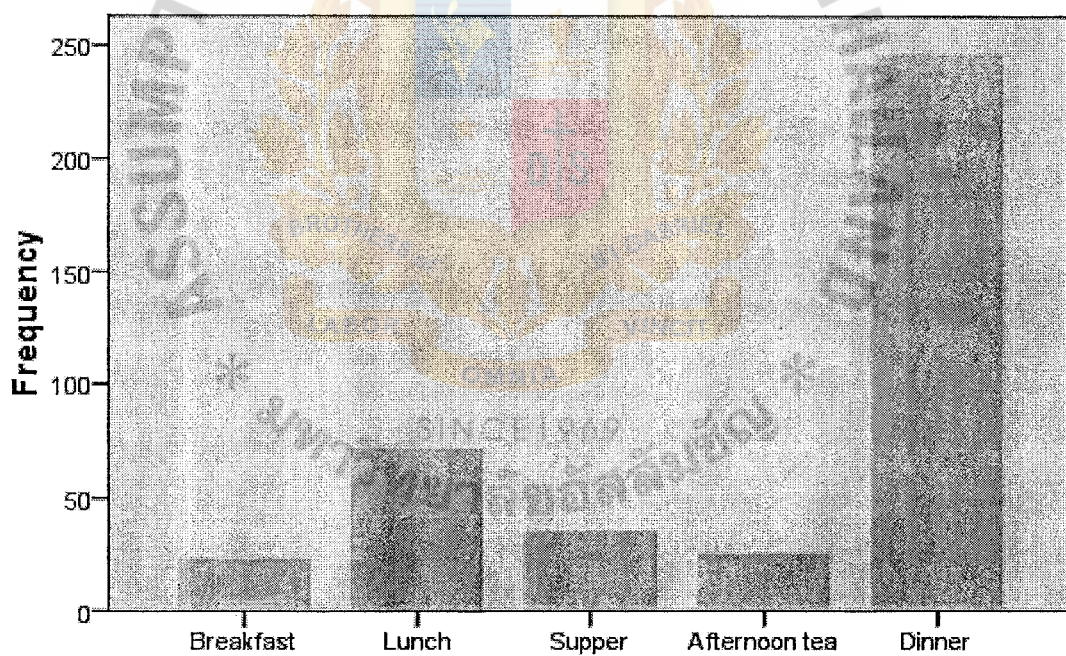
Table 5.1 Meal

**Q1 Which meal do you prefer when dining at the restaurant?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Breakfast	23	5.8	5.8	5.8
Lunch	71	17.8	17.8	23.5
Supper	35	8.8	8.8	32.2
Afternoon tea	25	6.2	6.2	38.5
Dinner	246	61.5	61.5	100.0
Total	400	100.0	100.0	

Figure 5.1 Meal

**Q1 Which meal do you prefer when dining at the restaurant?**



### 5.1.1.2 Type of Visit

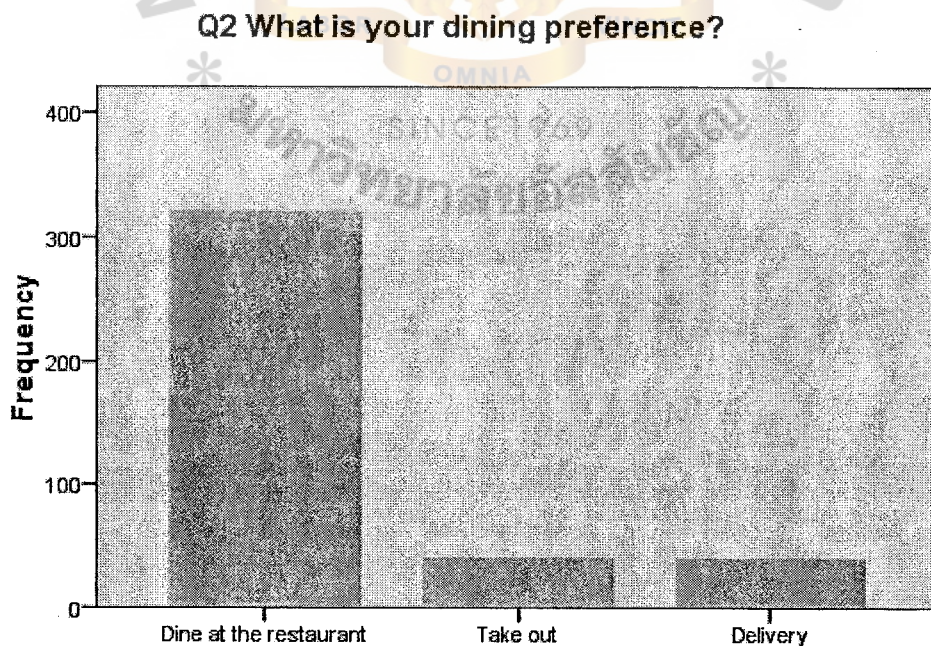
The dining preferences for restaurant patrons in this study can be seen in Table 5.2 and Figure 5.2. The majority of respondents prefer ‘dining at the restaurant’ (80.2%), which accounted for 321 out of 400 respondents, followed by ‘take out’ (10%) and ‘delivery’ (9.8%). Thus, it can be concluded that the vast majority respondents would like to enjoy services by ‘dining at the restaurant.’

Table 5.2 Type of Visit

**Q2 What is your dining preference?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dine at the restaurant	321	80.2	80.2	80.2
Take out	40	10.0	10.0	90.2
Delivery	39	9.8	9.8	100.0
Total	400	100.0	100.0	

Figure 5.2 Type of Visit





### 5.1.3 Group Size

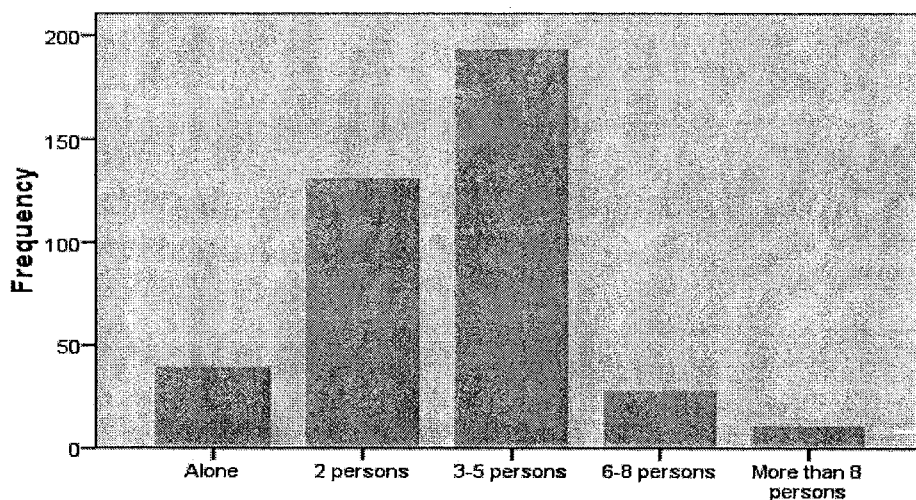
The group size of dining is depicted in Table 5.3 and Figure 5.3. In this study, almost half of respondents dined as a group comprised of '3 to 5 persons' (48.2%). Of the 400 questionnaires, 131 respondents dined with '2 persons,' which accounted for 32.8%. Furthermore, dining 'alone' was 9.8%, dining between '6 to 8 persons' was 6.8% and the smallest dining group was 'more than 8 persons' (2.5%). In conclusion, the majority respondents would dine at a restaurant in a group comprised of 3 to 5 people.

Table 5.3 Group Size

Q3 Usually, including you, how many people dine with you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Alone	39	9.8	9.8	9.8
2 persons	131	32.8	32.8	42.5
3-5 persons	193	48.2	48.2	90.8
6-8 persons	27	6.8	6.8	97.5
More than 8 persons	10	2.5	2.5	100.0
Total	400	100.0	100.0	

Figure 5.3 Group Size

Q3 Usually, including you, how many people dine with you?



#### 5.1.4 Day of Visit

It can be seen in Table 5.4 and Figure 5.4 that close to half of the respondents (48.5%) preferred to have meals on 'weekends,' followed by 20.5% who preferred to eat on 'weekdays' and 13.8% who preferred on 'festival holidays.' Moreover, 12.8% of restaurant patrons preferred to have meals on 'special occasions,' which accounted for 51 out of 400 respondents. The last 4.5% of respondents chose 'long holidays.' Hence, it can be concluded that dining at a restaurant on 'weekends' is preferable for respondents in this study.

Table 5.4 Day of Visit

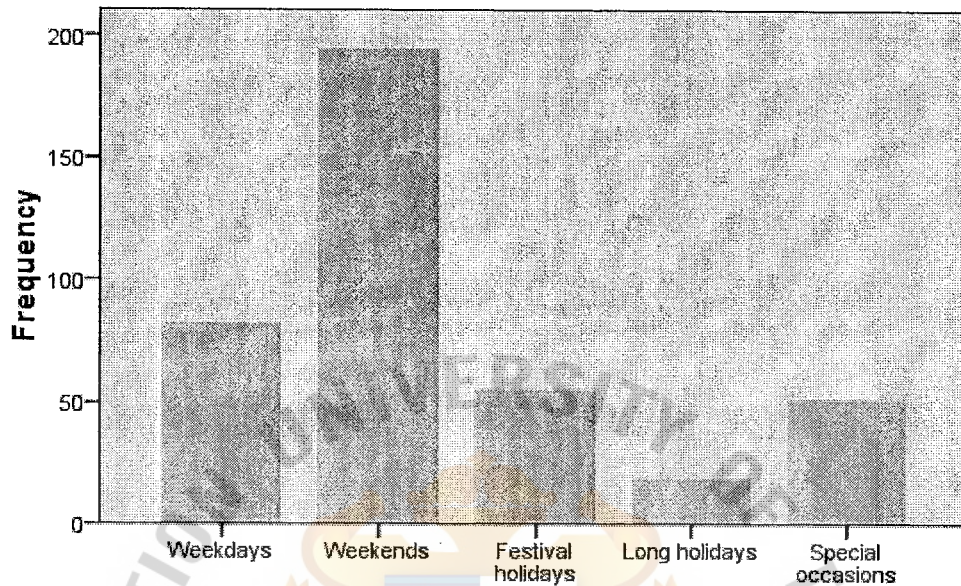
##### Q4 What day do you prefer to have your meal at a restaurant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weekdays	82	20.5	20.5	20.5
Weekends	194	48.5	48.5	69.0
Festival holidays	55	13.8	13.8	82.8
Long holidays	18	4.5	4.5	87.2
Special occasions	51	12.8	12.8	100.0
Total	400	100.0	100.0	



Figure 5.4 Day of Visit

**Q4 What day do you prefer to have your meal at a restaurant?**



**5.1.5 Type of Restaurant**

Through Table 5.5 and Figure 5.5 below, it is obvious that out of 400 respondents, 204 respondents preferred a 'casual dining' restaurant, which accounted for 51%, as the biggest group among other types of restaurants. 20% respondents preferred a fast 'casual dining' restaurant, followed by a 'fine dining' restaurant (13.5%), 'fast food' (8%) and 'café' (5%). The least amount of respondents preferred 'pub' (2.5%). Hence, it can be seen in this study that most respondents prefer dining at 'casual dining' restaurant.

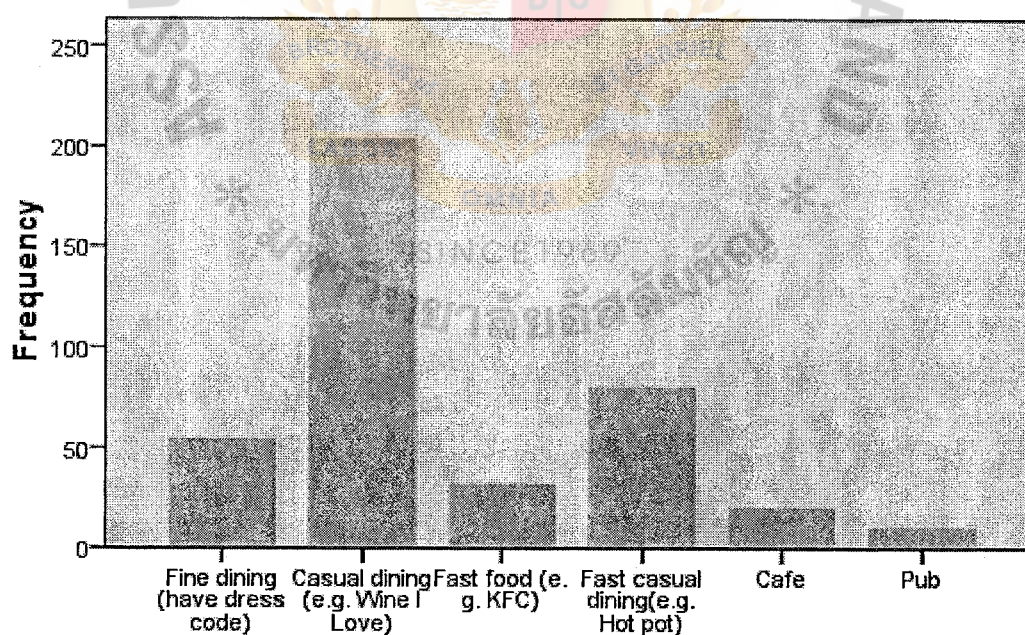
Table 5.5 Type of Restaurant

**Q5 Which type of restaurant do you prefer?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fine dining (have dress code)	54	13.5	13.5	13.5
Casual dining (e.g. Wine I Love)	204	51.0	51.0	64.5
Fast food (e.g. KFC)	32	8.0	8.0	72.5
Fast casual dining (e.g. Hot pot)	80	20.0	20.0	92.5
Cafe	20	5.0	5.0	97.5
Pub	10	2.5	2.5	100.0
Total	400	100.0	100.0	

Figure 5.5 Type of Restaurant

**Q5 Which type of restaurant do you prefer to go?**





### 5.1.6 Patronage Frequency of Dining

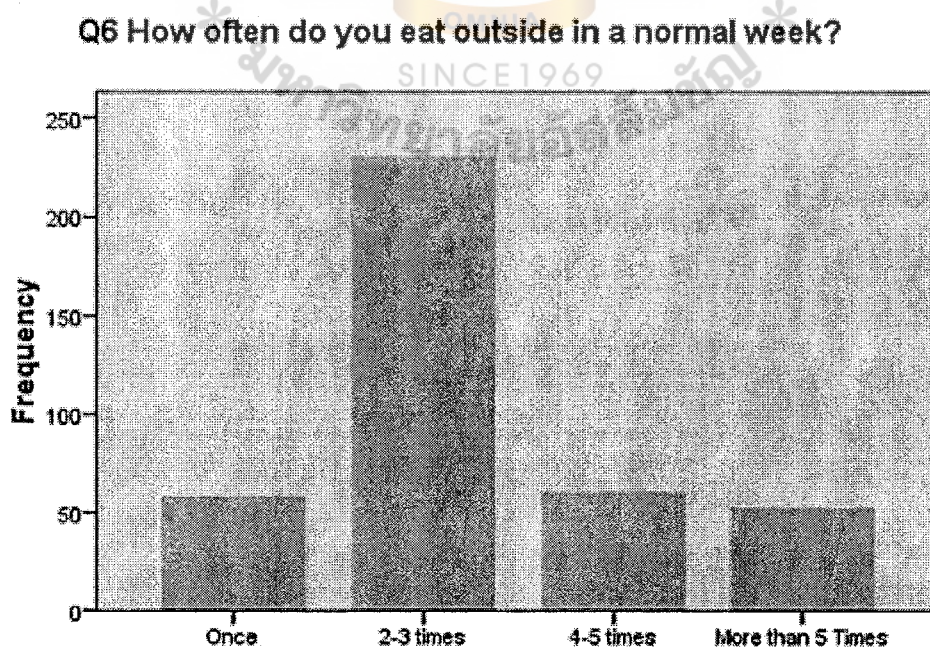
Table 5.6 and Figure 5.6 below show the results of patronage frequency of dining.

Most of the restaurant patrons eat out 2-3 times in a normal week, which refers to 230 or 57.5% out of a total of 400 respondents. This was followed by restaurant patrons that came between 4-5 times a week (15%), then by those who came 'once' (14.5%), and followed by the smallest group, who came 'more than 5 times' (13%) in a normal week. Thus the majority of respondents eat outside '2 to 3 times' in a normal week.

Table 5.6 Patronage Frequency of Dining

Q6 How often do you eat outside in a normal week?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once	58	14.5	14.5	14.5
2-3 times	230	57.5	57.5	72.0
4-5 times	60	15.0	15.0	87.0
More than 5 Times	52	13.0	13.0	100.0
Total	400	100.0	100.0	

Figure 5.6 Patronage Frequency of Dining



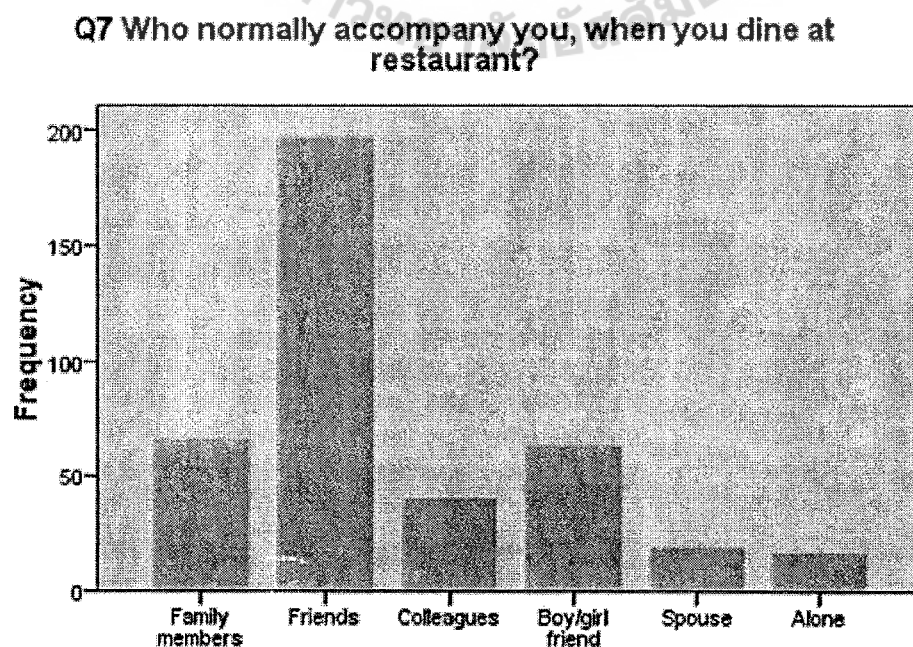
### 5.1.7 Accompany Type

The type of accompaniment of 400 respondents is shown in Table 5.7 and Figure 5.7. Roughly half of the restaurant patrons had 'friends' as their accompany type when they were dining at restaurant (49.2%). This is followed by 'family members,' who accounted for 16.5%; 'boy/girl friend' (15.8%); 'colleagues' (10%); and 'spouse' (4.5%). Of the 400 respondents, 16 listed they were dining 'alone,' which was 4%, and it was the smallest group. Consequently, it can be concluded that dining at a restaurant with friends is the preferred choice for most respondents in this study.

Table 5.7 Accompany Type

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family members	66	16.5	16.5	16.5
Friends	197	49.2	49.2	65.8
Colleagues	40	10.0	10.0	75.8
Boy/girl friend	63	15.8	15.8	91.5
Spouse	18	4.5	4.5	96.0
Alone	16	4.0	4.0	100.0
Total	400	100.0	100.0	

Figure 5.7 Accompany Type





### 5.1.8 Alcohol Consumption

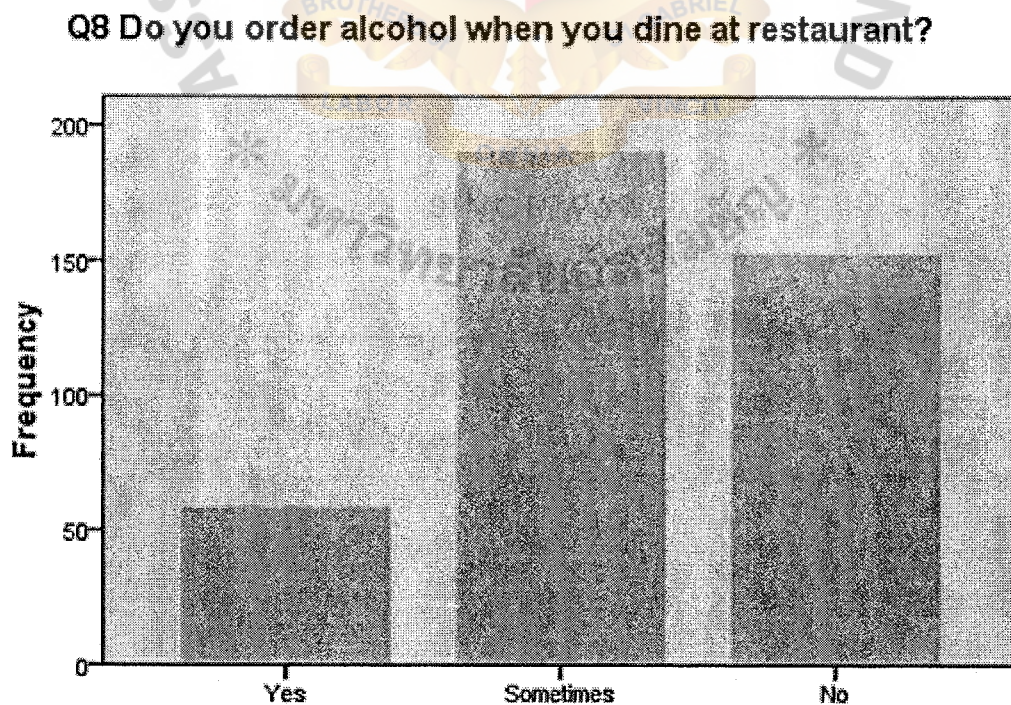
Alcohol consumption among respondents can be seen in Table 5.8 and Figure 5.8.

Nearly half of the respondents 'sometimes' ordered alcohol (47.5%), followed by those who 'didn't order alcohol' (38%), with the least number (14.5%) being those who 'ordered alcohol' when they dine at restaurant. Therefore, it can be surmised that ordering alcohol while dining at restaurant depends on the situation.

Table 5.8 Alcohol Consumption

Q8 Do you order alcohol when you dine at restaurant?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	14.5	14.5	14.5
	Sometimes	190	47.5	47.5	62.0
	No	152	38.0	38.0	100.0
	Total	400	100.0	100.0	

Figure 5.8 Alcohol Consumption





### 5.1.9 Payment Method

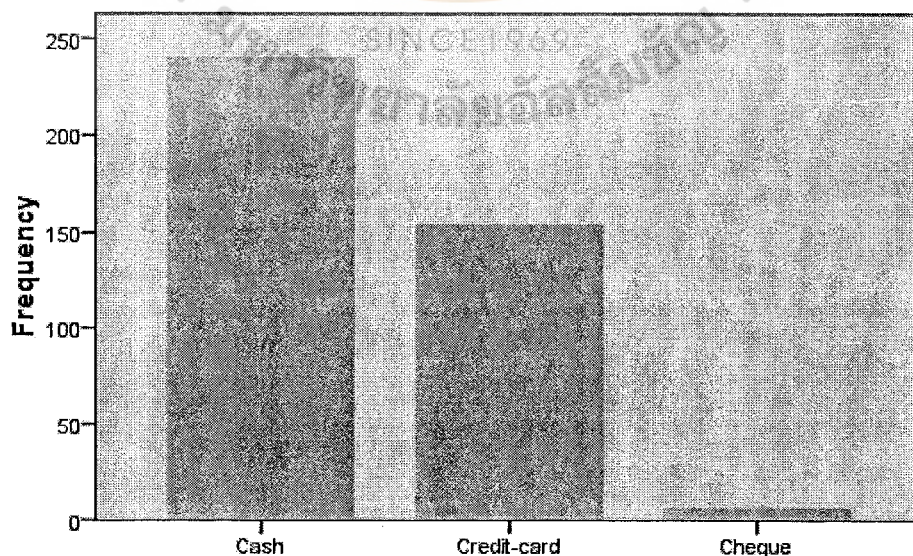
Table 5.9 and Figure 5.9 below illustrate that the majority of respondents in this study preferred to pay cash (60%), followed by 154, or 38.5% out of a total of 400 respondents preferred to use their credit card. Only 1.5% of respondents prefer to use cheque when they pay for meals. Therefore, it can be concluded that paying 'cash' is the most convenient option when paying for meals, more than credit card or cheque.

Table 5.9 Payment Method

Q9 Which manner of payment way do you prefer to pay the bill?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	240	60.0	60.0	60.0
	Credit-card	154	38.5	38.5	98.5
	Cheque	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Figure 5.9 Payment Method

Q9 Which manner of payment way do you prefer to pay the bill?



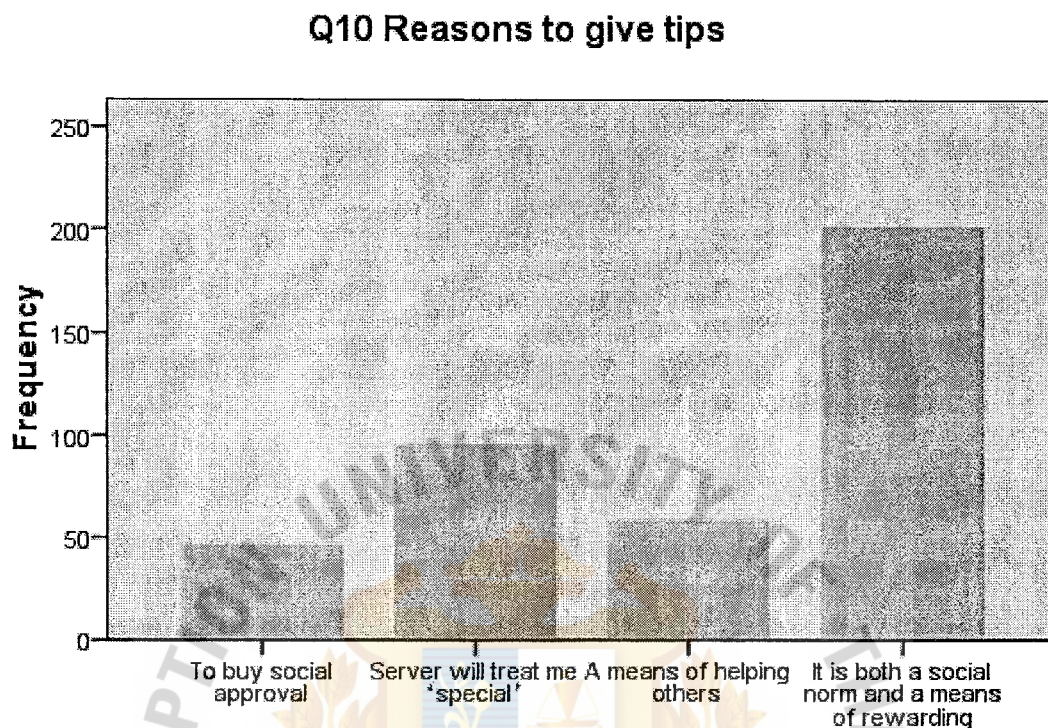
### 5.1.1.10 Reasons to Give Tips

According to the returned questionnaires, the item indicating ‘reasons to give tip’ in Table 5.10 and Figure 5.10 below shows that half of the respondents (50.2%) considered the reason for giving tip is ‘It is both a social norm and a means of rewarding’; this was followed by those who considered ‘Server will treat me ‘special’ (23.8%). However, 14.5% respondents considered the reason for giving tip was ‘A means of helping others.’ Finally, 11.5% of respondents considered that giving a tip was ‘To buy social approval.’ Hence, it can be concluded that the majority of respondents believed that giving tips is both a social norm and a means of rewarding.

Table 5.10 Reasons to Give Tips

Q10 Reasons to give tips				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid To buy social approval	46	11.5	11.5	11.5
Server will treat me ‘special’	95	23.8	23.8	35.2
A means of helping others	58	14.5	14.5	49.8
It is both a social norm and a means of rewarding	201	50.2	50.2	100.0
Total	400	100.0	100.0	

Figure 5.10 Reasons to Give Tips



#### 5.1.1.11 Tourism and Hospitality Occupations to Receive Tip

##### Restaurant Servers

Table 5.11 and Figure 5.11 show that out of 400 questionnaires returned, 197 respondents listed that they 'sometimes tip' restaurant servers (49.2%), and 144 listed they 'always tip,' which accounted for 36%. This was followed by respondents who 'do not tip' (11.5%). After that, the least amount of respondents chose 'not applicable' (3.2%). Therefore, it can be concluded that restaurant servers are most likely to get tips from the respondents in this study.

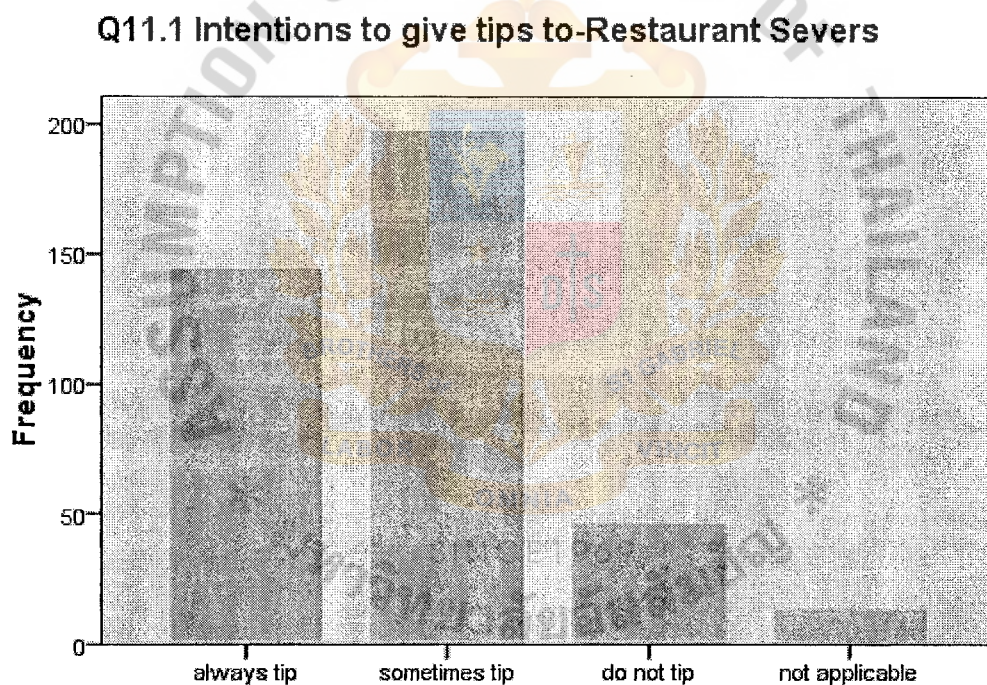


Table 5.11 Restaurant Servers

**Q11.1 Intentions to give tips to-Restaurant Servers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	144	36.0	36.0	36.0
sometimes tip	197	49.2	49.2	85.2
do not tip	46	11.5	11.5	96.8
not applicable	13	3.2	3.2	100.0
Total	400	100.0	100.0	

Figure 5.11 Restaurant Servers



**Bartenders**

Table 5.12 and Figure 5.12 show that of 400 questionnaires, 182 listed they ‘sometimes tip’ bartenders (45.5%), and 102 listed they ‘do not tip,’ which accounted for 25.5%. This is followed by those who ‘always tip’ (16.8%). After that, the least

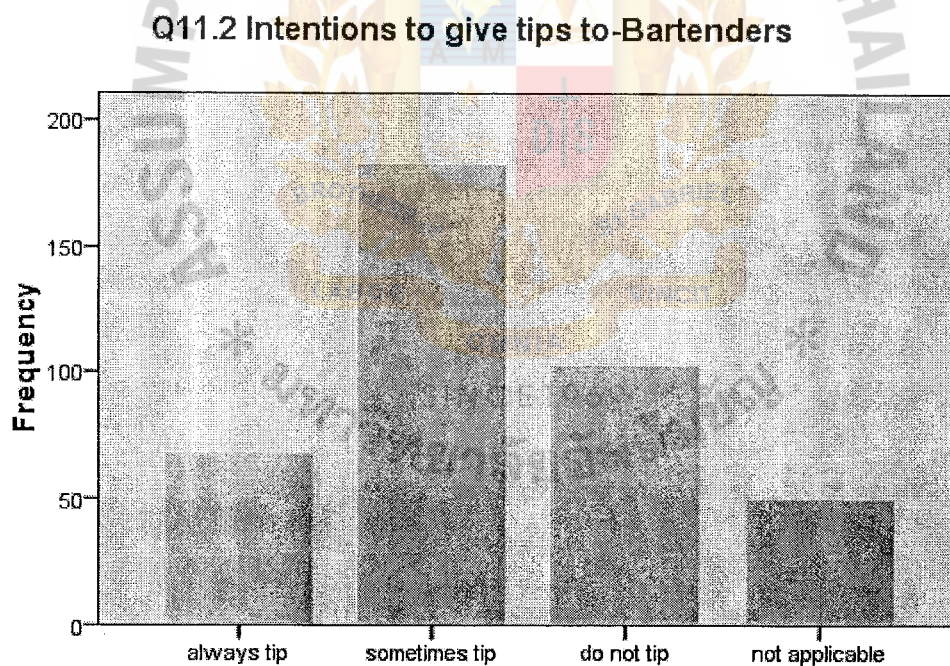
amount of respondents chose ‘not applicable’ (12.2%). Therefore, it can be concluded that bartenders are likely to get tips from respondents in this study.

Table 5.12 Bartenders

**Q11.2 Intentions to give tips to-Bartenders**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	67	16.8	16.8	16.8
sometimes tip	182	45.5	45.5	62.2
do not tip	102	25.5	25.5	87.8
not applicable	49	12.2	12.2	100.0
Total	400	100.0	100.0	

Figure 5.12 Bartenders



**Taxi Drivers**

Table 5.13 and Figure 5.13 show that of 400 questionnaires, 151 listed they ‘do not tip’ taxi drivers (37.8%) and 146 listed they ‘sometimes tip,’ which accounted for



36.8%. This was followed by those who 'always tip' (13.2%). After that, the least amount of respondents chose 'not applicable' (12.2%). Therefore, it can be concluded that depending on services rendered, taxi drivers may or may not get tips from the respondents in this study.

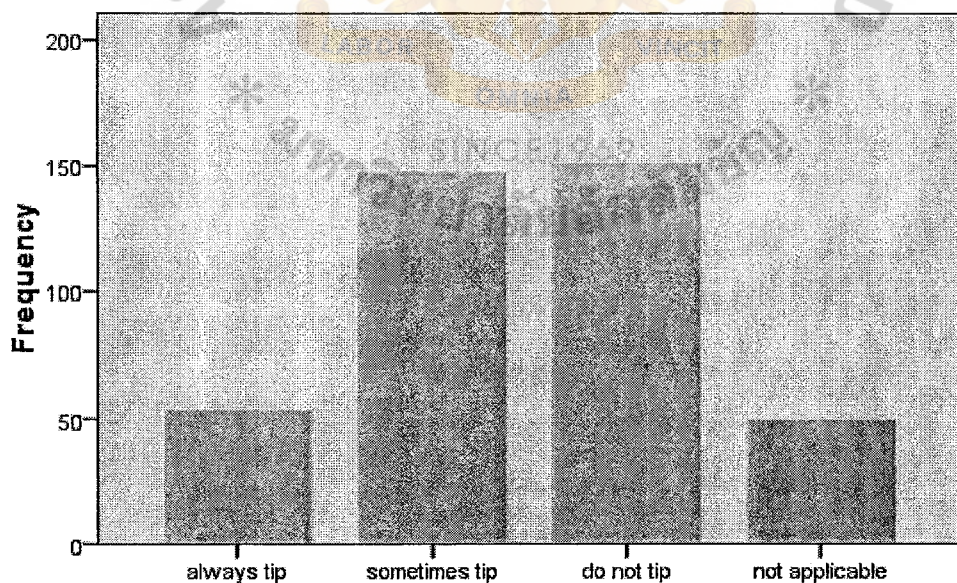
Table 5.13 Taxi Drivers

**Q11.3 Intentions to give tips to-Taxi Drivers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	53	13.2	13.2	13.2
sometimes tip	147	36.8	36.8	50.0
do not tip	151	37.8	37.8	87.8
not applicable	49	12.2	12.2	100.0
Total	400	100.0	100.0	

Table 5.13 Taxi Drivers

**Q11.3 Intentions to give tips to-Taxi Drivers**



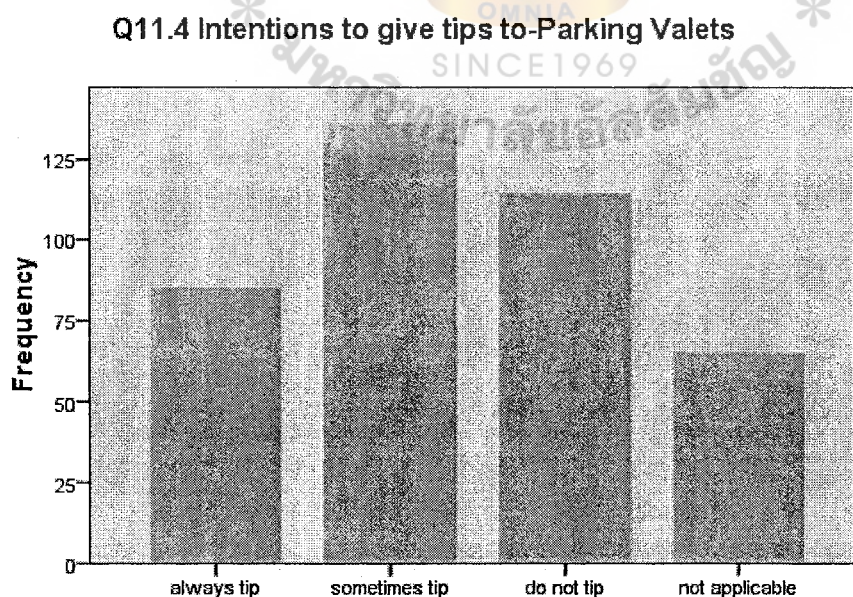
## Parking Valets

Table 5.14 and Figure 5.14 show that of 400 questionnaires, 136 participants listed they ‘sometimes tip’ parking valets (34%), and 114 listed that they ‘do not tip,’ which accounted for 28.5%. This was followed by ‘always tip’ (21.2%). After that, the least amount of respondents have chosen ‘not applicable’ (16.2%). Therefore, it can be concluded that parking valets are most likely get tips from the respondents in this study.

Table 5.14 Parking Valets

Q11.4 Intentions to give tips to-Parking Valets					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always tip	85	21.2	21.2	21.2
	sometimes tip	136	34.0	34.0	55.2
	do not tip	114	28.5	28.5	83.8
	not applicable	65	16.2	16.2	100.0
	Total	400	100.0	100.0	

Figure 5.14 Parking Valets





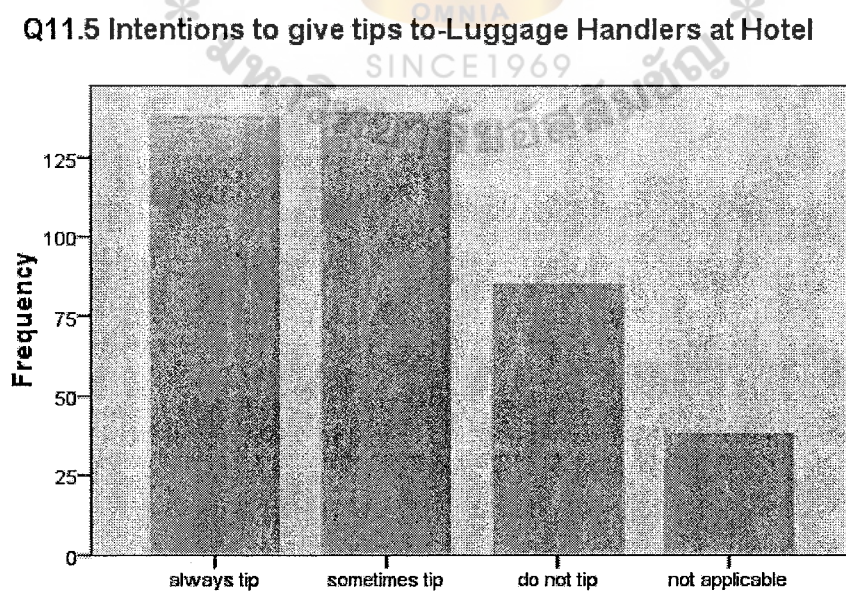
## Luggage Handlers at Hotel

Table 5.15 and Figure 5.15 show that of 400 questionnaires, 139 participants listed they ‘sometimes tip’ (34.8%) and 128 listed that they ‘always tip,’ which accounted for 34.5%. This was followed by those who ‘do not tip’ (21.2%). After that, the least amount of respondents have chosen ‘not applicable’ (9.5%). Therefore, it can be concluded that luggage handlers at hotels are most likely to get tips from the respondents in this study.

Table 5.15 Luggage Handlers at Hotel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	128	34.5	34.5	34.5
sometimes tip	139	34.8	34.8	69.2
do not tip	85	21.2	21.2	90.5
not applicable	38	9.5	9.5	100.0
Total	400	100.0	100.0	

Figure 5.15 Luggage Handlers at Hotel



## Luggage Handlers at Airport

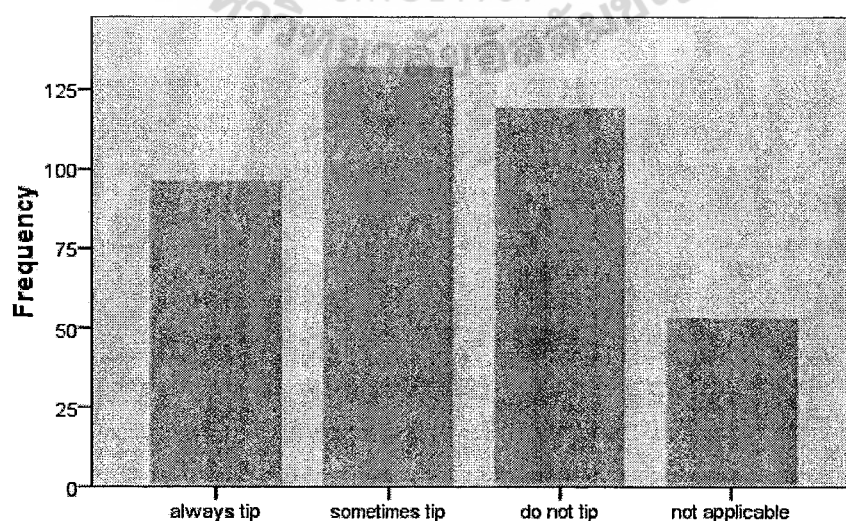
Table 5.16 and Figure 5.16 show that of 400 questionnaires, 132 participants listed they 'sometimes tip' (33%) and 119 listed that they 'do not tip,' which accounted for 29.8%. This was followed by 'always tip' (24%). After that, the least amount of respondents chose 'not applicable' (13.2%). Therefore, it can be concluded that luggage handlers at the airport are likely to get tips from the respondents in this study.

Table 5.16 Luggage Handlers at Airport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	96	24.0	24.0	24.0
sometimes tip	132	33.0	33.0	57.0
do not tip	119	29.8	29.8	86.8
not applicable	53	13.2	13.2	100.0
Total	400	100.0	100.0	

Figure 5.16 Luggage Handlers at Airport

Q11.6 Intentions to give tips to-Luggage Handlers at Airport





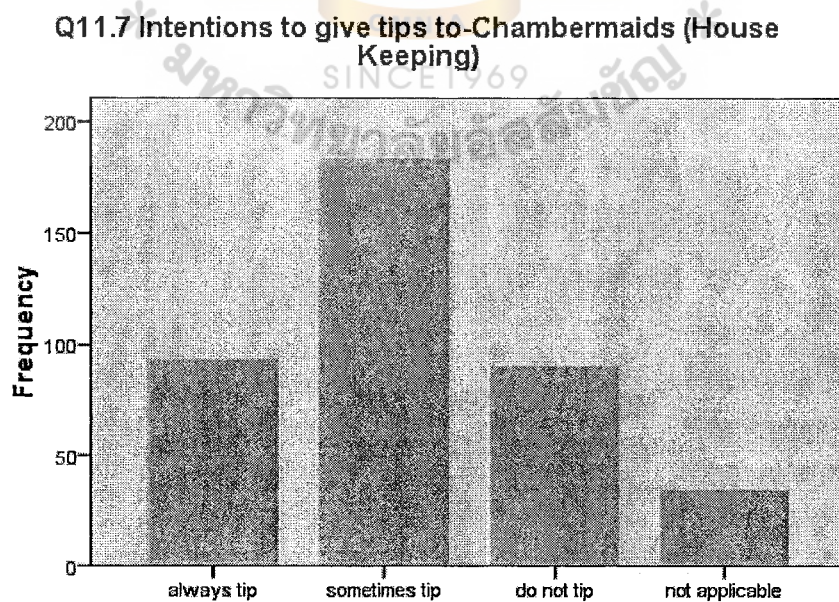
### Chambermaids (House Keeping)

Table 5.17 and Figure 5.17 show that of 400 questionnaires, 183 participants listed that they ‘sometimes tip’ (45.8%) and 93 listed they ‘always tip,’ which accounted for 23.2%. This was followed by those who ‘do not tip’ (22.5%). After that, the least amount of respondents chose ‘not applicable’ (8.5%). Therefore, it can be concluded that chambermaids are most likely get tips from the respondents in this study.

Table 5.17 Chambermaids (House Keeping)

Q11.7 Intentions to give tips to-Chambermaids (House Keeping)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	93	23.2	23.2	23.2
sometimes tip	183	45.8	45.8	69.0
do not tip	90	22.5	22.5	91.5
not applicable	34	8.5	8.5	100.0
Total	400	100.0	100.0	

Figure 5.17 Chambermaids (House Keeping)





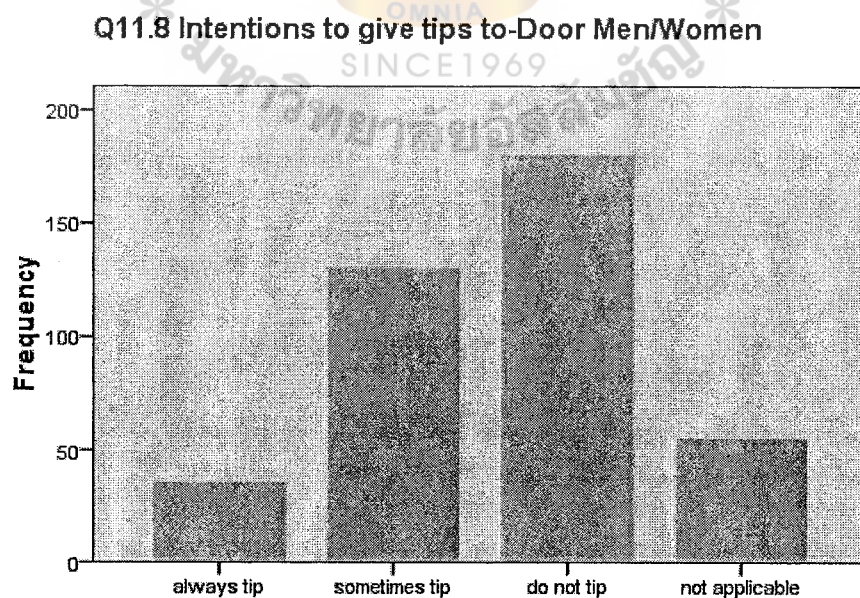
## Door Men/Women

Table 5.18 and Figure 5.18 show that of 400 questionnaires, 180 participants listed they 'do not tip' (45 %), and 130 listed they 'sometimes tip,' which accounted for 32.5%. This was followed by those that chose 'not applicable' (13.8%). After that, the least amount of respondents chose 'always tip' (8.8%). Therefore, it can be concluded that door men/women are unlikely to get tips from the respondents in this study.

Table 5.18 Door Men/Women

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	35	8.8	8.8	8.8
sometimes tip	130	32.5	32.5	41.2
do not tip	180	45.0	45.0	86.2
not applicable	55	13.8	13.8	100.0
Total	400	100.0	100.0	

Figure 5.18 Door Men/Women



### Musicians at Club/Restaurant

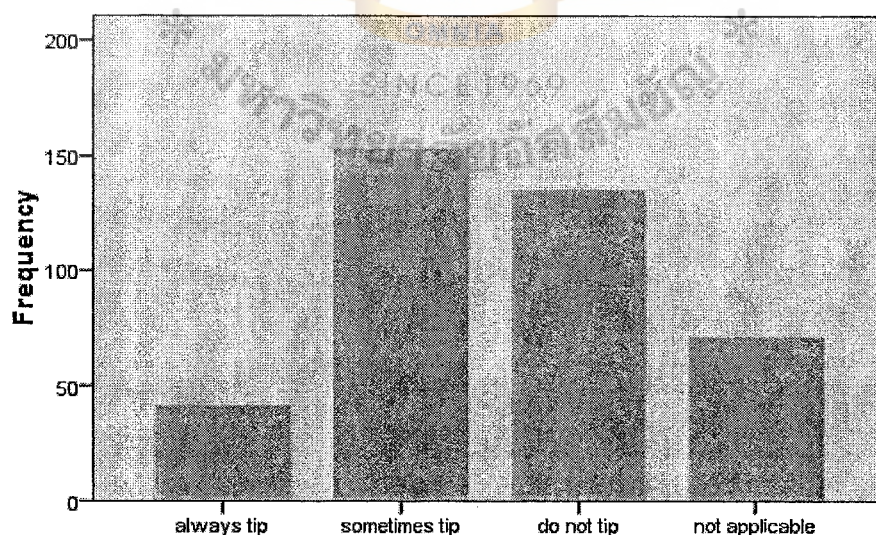
Table 5.19 and Figure 5.19 show that of 400 questionnaires, 153 participants listed that they ‘sometimes tip’ (38.2%), and 135 listed that they ‘do not tip,’ which accounted for 33.8%. This is followed by ‘not applicable’ (17.8%). After that the least amount of respondents chose ‘always tip’ (10.2%). Therefore, it can be concluded that musicians at a club/restaurant are likely to get tips from the respondents in this study.

Table 5.19 Musicians at Club/Restaurant

Q11.9 Intentions to give tips to-Musicians at Club/Restaurant				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	41	10.2	10.2	10.2
sometimes tip	153	38.2	38.2	48.5
do not tip	135	33.8	33.8	82.2
not applicable	71	17.8	17.8	100.0
Total	400	100.0	100.0	

Figure 5.19 Musicians at Club/Restaurant

Q11.9 Intentions to give tips to-Musicians at Club/Restaurant





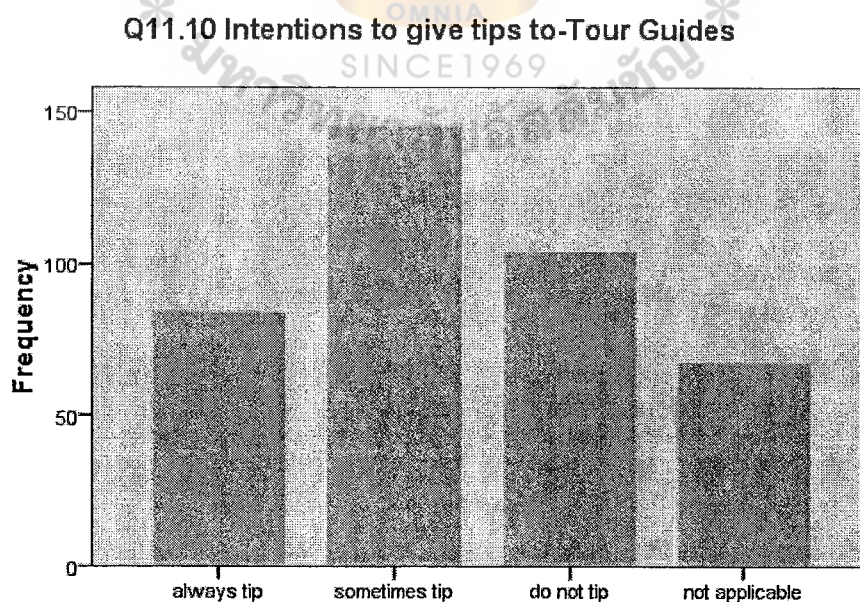
## Tour Guides

Table 5.20 and Figure 5.20 show that of 400 questionnaires, 145 respondents listed they 'sometimes tip' (36.2%), and 104 listed they 'do not tip,' which accounted for 26%. This was followed by those that determined that they 'always tip' (21%). After that, the least amount of respondents chose 'not applicable' (16.8%). Therefore, it can be concluded that tour guides are sometimes likely to receive tips from the respondents in this study.

Table 5.20 Tour Guides

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	84	21.0	21.0	21.0
sometimes tip	145	36.2	36.2	57.2
do not tip	104	26.0	26.0	83.2
not applicable	67	16.8	16.8	100.0
Total	400	100.0	100.0	

Figure 5.20 Tour Guides



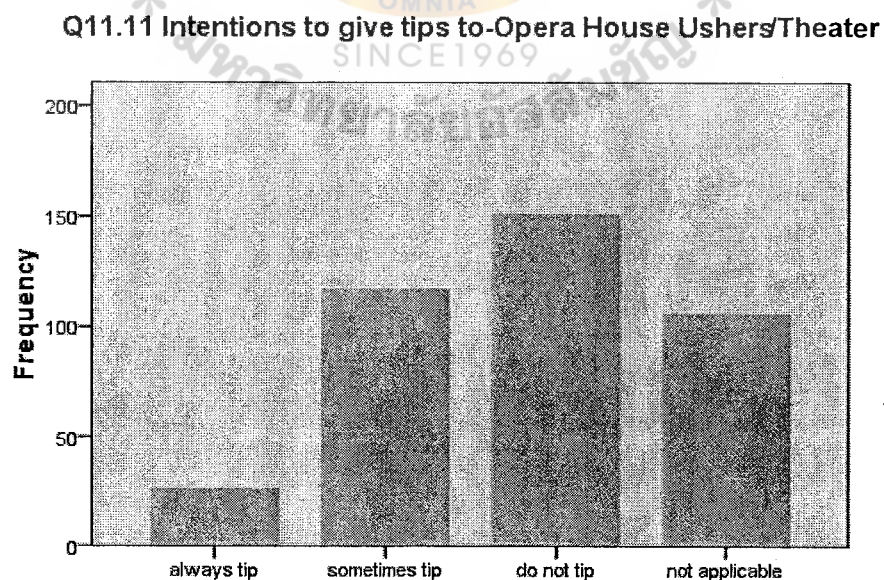
### Opera House Ushers/ Theater

Table 5.21 and Figure 5.21 show that of 400 questionnaires, 151 respondents listed that they 'do not tip' (37.8%), and 117 listed they 'sometimes tip,' which accounted for 29.2%. This was followed by those who determined that this question was 'not applicable' to them (26.5%). After that the least amount of respondents noted that they 'always tip' (6.5%). Therefore, it can be concluded that opera house ushers/ theater appear unlikely to get tips from the respondents in this study.

Table 5.21 Opera House Ushers /Theater

Q11.11 Intentions to give tips to-Opera House Ushers /Theater				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	26	6.5	6.5	6.5
sometimes tip	117	29.2	29.2	35.8
do not tip	151	37.8	37.8	73.5
not applicable	106	26.5	26.5	100.0
Total	400	100.0	100.0	

Figure 5.21 Opera House Ushers/Theater





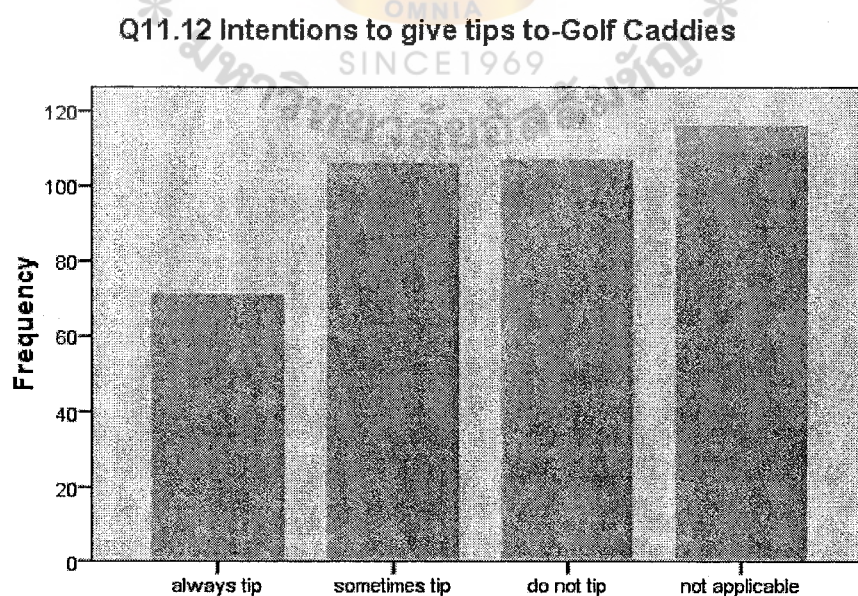
## Golf Caddies

Table 5.22 and Figure 5.22 show that of 400 questionnaires, 116 participants listed this question as ‘not applicable’ to them (29%), and 107 listed they ‘do not tip,’ which accounted for 26.8%. This was followed by ‘sometimes tip’ (26.5%). After that the least amount of respondents have chosen ‘always tip’ (17.8%). Therefore, it can be concluded that the respondents in this study are unlikely to give tips to golf caddies.

Table 5.22 Golf Caddies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid always tip	71	17.8	17.8	17.8
sometimes tip	106	26.5	26.5	44.2
do not tip	107	26.8	26.8	71.0
not applicable	116	29.0	29.0	100.0
Total	400	100.0	100.0	

Figure 5.22 Golf Caddies



#### 5.1.1.12 Open-ended Questions

In this study, two open-ended questions were part of the questionnaire.

#### Q12 Should tipping be replaced with an automatic service charge?

Table 5.23 displays the results of the 400 questionnaires, where 331 respondents gave answers for this open-ended question, which accounted for 17.2%. Over half of the respondents said tipping should not be replaced with automatic service charge (50.8%), followed by those (28.5%) who thought that tipping should be replaced with automatic service charge. Some respondents thought that replacing tips with a service charge depends on the restaurant or local culture (2.5%); 2 respondents wrote, 'Maybe yes' (0.5%); one respondent thought that tips and service charge were not the same (0.25%); lastly, one respondent had 'no idea' (0.25%).

Table 5.23: Should tipping be replaced with automatic service charge?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	114	28.5	28.5	28.5
	no	203	50.8	50.8	79.3
	depend	10	2.5	2.5	81.8
	maybe yes	2	0.5	0.5	82.3
	not same	1	0.25	0.25	82.55
	no idea	1	0.25	0.25	82.8
	data missing	69	17.2	17.2	100.0
	Total	400	100.0	100.0	

Source: developed by the researcher for this study

**Q13 Should the organization pay servers higher wages so that they will not be dependent on tips?**

As can be seen in Table 5.24 below, many respondents (42%) thought that the organization should pay servers higher wages so that they will not be dependent on tips. In contrast, 32.8% of respondents didn't think the organization should pay higher wages to servers. This was followed by respondents who wrote 'no idea' (0.75%); only 5% respondents thought that tipping was dependent on situations; 'maybe yes' and 'maybe no' accounted for 0.5%. There were four respondents who wrote 'not same' (0.25%), 'kind of' (0.25%), 'not important' (0.25%) and 'not a long-term plan' (0.25%). Out of 400 questionnaires, 70 questionnaires had blank answers. This means 17.5% respondents refused to answer.

Table 5.24: Should the organization pay servers higher wages so that they will not be dependent on tips?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	168	42	42	42
no	131	32.8	32.8	74.8
depends on	20	5	5	79.8
maybe yes	2	0.5	0.5	80.3
maybe no	2	0.5	0.5	80.8
not same	1	0.25	0.25	81.05
no idea	3	0.75	0.75	81.8
kind of	1	0.25	0.25	82.05
not important	1	0.25	0.25	82.3
not a long-term plan	1	0.25	0.25	82.5
data missing	70	17.5	17.5	100.0
Total	400	100.0	100.0	

Source: developed by the researcher for this study



## 5.1.2 Personal Information

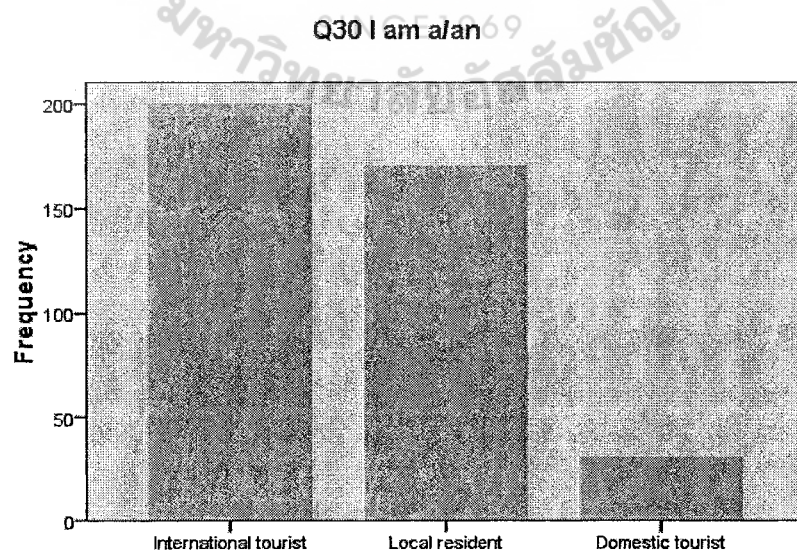
### 5.1.2.1 Status

It can be gleaned from Table 5.25 and Figure 5.23 that half of respondents were 'international tourists' (50%). Meanwhile, 42.5% respondents were 'local residents.' The smallest group of respondents were 'domestic tourists' (7.5%). Therefore, it can be concluded in this study that half of the respondents were international tourists and half of respondents were residents of Thailand.

Table 5.25 Status

Q30 I am a/an					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid International tourist	200	50.0	50.0	50.0	
Local resident	170	42.5	42.5	92.5	
Domestic tourist	30	7.5	7.5	100.0	
Total	400	100.0	100.0		

Figure 5.23 Status





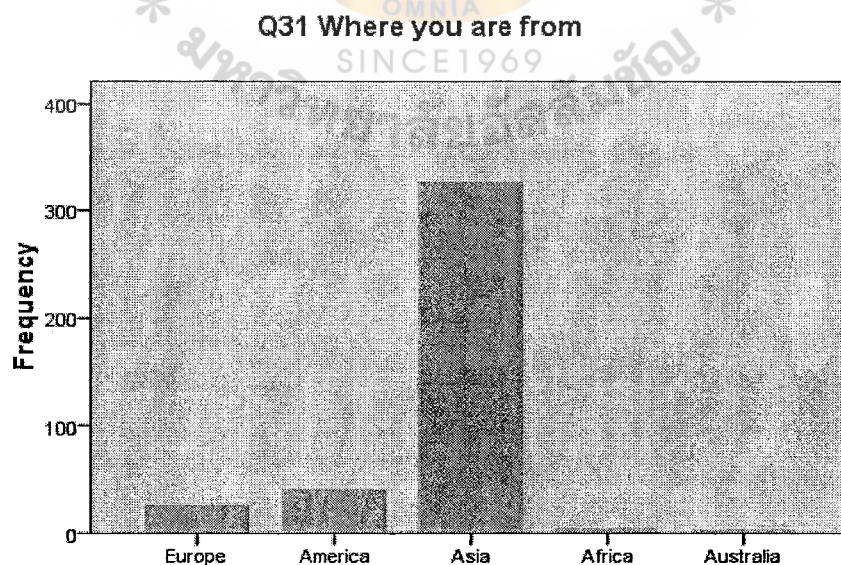
### 5.1.2.2 Region

In terms of the nationality of the restaurant patrons, the largest group was Asian (81.5%), followed by American (10.2%), European (6.5%) and African (1.0%). The smallest group of respondents came from Australia (0.8%). The results of the data are reflected in Table 5.26 and Figure 5.24. Hence, it can be concluded that in this study that the vast majority of respondents were Asian.

Table 5.26 Region

Q31 Where you are from				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Europe	26	6.5	6.5	6.5
America	41	10.2	10.2	16.8
Asia	326	81.5	81.5	98.2
Africa	4	1.0	1.0	99.2
Australia	3	.8	.8	100.0
Total	400	100.0	100.0	

Figure 5.24 Region



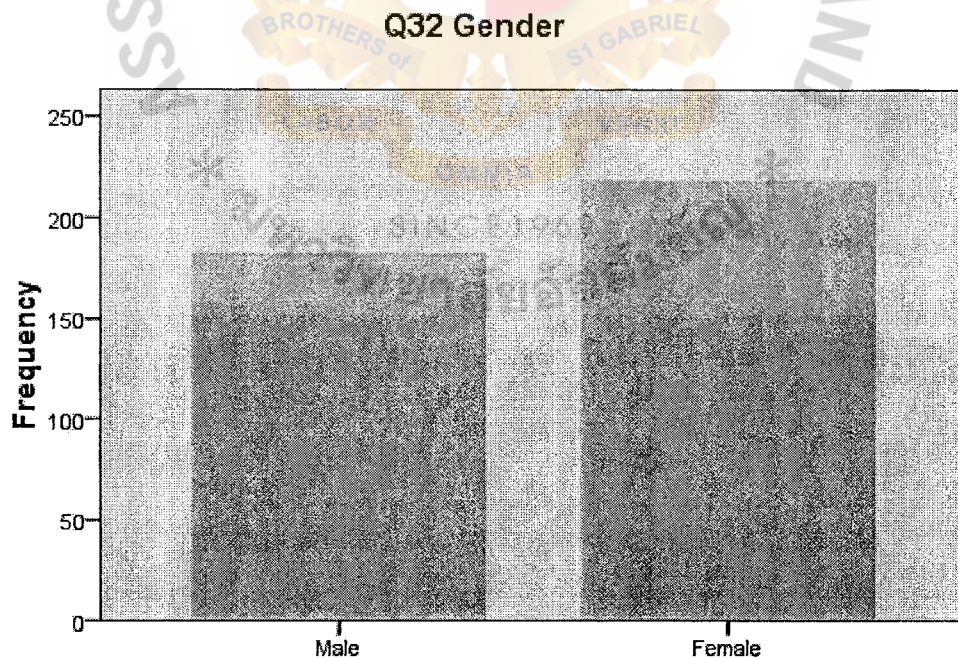
### 5.1.2.3 Gender

The gender of restaurant patrons can be seen in the following Table 5.27 and Figure 5.25. Of the 400 respondents, 218 listed their gender as female, and 182 listed their gender as male, which means the largest group of respondents was women (54.5%), whereas 45.5% were men. Thus, it can be concluded that there were more female respondents in this study than male respondents.

Table 5.27 Gender

Q32 Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	45.5	45.5	45.5
	Female	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

Figure 5.25 Gender





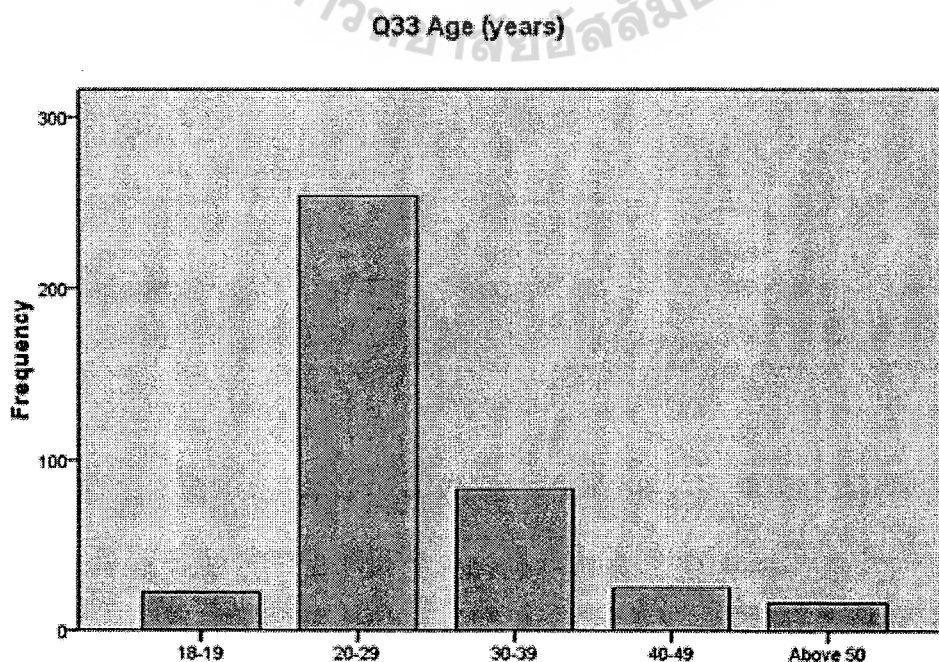
#### 5.1.2.4 Age

Of the 400 questionnaires, the age group that received the most responses was restaurant patrons aged between 20 to 29 years, which accounted for 254, or 63.5% of the total number of questionnaires. Furthermore, restaurant patrons' between ages 30-39 years old accounted for 83 of 400, or 20.8%, followed by respondents' age between '40 to 49 years' (6.2%), and those age between '18-19' (5.5%). The smallest age group was restaurant patrons aged above 50 at 4.0% (Table 5.28 and Figure 5.26). Therefore, it can be concluded that the majority of respondents were between 20 to 29 years old in this study.

Table 5.28 Age

		Q33 Age (years)			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	18-19	22	5.5	5.5	5.5
	20-29	254	63.5	63.5	69.0
	30-39	83	20.8	20.8	89.8
	40-49	25	6.2	6.2	96.0
	Above 50	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Figure 5.26 Age



## 5.2 Restaurant Patrons' Tipping Behavior

This section asks respondents to rate the importance of various factors in restaurant patrons' tipping behaviors. All items are listed in Table 5.29. According to table 5.29, obviously, 'I tip as a way to evaluate 'friendly service'' received the most positive response, which has a mean score of 4.04. It implies that restaurant patrons were willing to tip for friendly service when they dine at a restaurant. It is also important for the restaurant to provide 'excellent food,' which received a mean score of 3.53.

In addition, a mean score of 3.48 indicated 'server makes good suggestion' as one important factor for tipping. Patrons also thought that the atmosphere of the restaurant is important, which is indicated by a mean value of 3.44.

There were also relatively less important factors listed for restaurant patrons' tipping behavior. For example, 'I tip when server is casually touching me'; 'I tip when server is repeating my orders'; and 'I tip when server is introducing themselves' received mean ratings of 2.79, 2.82, and 2.88 respectively. The personal factor of 'Even when I'm in a bad mood, I try to give tip' received similar ratings, which is 2.93. 'I tip for fear of disapproval' was the least important item, receiving a mean rating of 2.58.

It can be concluded that the majority of respondents think of tipping as a way to evaluate friendly service. Conversely, participants do not regard a fear of disapproval as a reason to tip their server.



Table 5.29 Mean and Standard Deviation of Restaurant Patrons' Tipping Behavior

<b>Restaurant Patrons' Tipping Behavior</b>	<b>Mean</b>	<b>Std. Deviation</b>
Q14 I tip as a way to evaluate 'friendly service'	4.04	.937
Q15 I tip when server is greeting me	3.24	1.060
Q16 I tip when server is introducing themselves	2.88	.942
Q17 I tip when server is smiling at me	3.13	.976
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	3.18	1.000
Q19 I tip when server is repeating my orders	2.82	1.042
Q20 I tip when server is casually touching me	2.79	1.034
Q21 I tip when server makes good suggestions	3.48	.968
Q22 I tip as a way to evaluate 'Excellent food'	3.53	.955
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	3.28	.959
Q24 I tip if waiters or waitresses are attractive	3.05	1.084
Q25 I tip when server makes more visits to my table	3.00	1.030
Q26 I tip if it is an expensive restaurant	3.12	1.135
Q27 I tip when I think the atmosphere is at its best	3.44	1.012
Q28 Even when I'm in a bad mood, I try to give tip	2.93	1.164
Q29 I tip for fear of disapproval	2.58	1.045

Details gathered by the researcher as part of this research

### 5.3 Hypotheses Testing

A hypothesis is expressed as a statement, which must be proved true or false. A common feature of the statistical method is the concept of the null hypothesis, referred to by the symbol  $H_0$ . The null hypothesis usually proposes that there is no difference between two observed values or that there is no relationship between variables (Veal, 2006). Therefore, the alternate hypothesis (' $H_a$ ') is the statement that is accepted if the sample data provides sufficient evidence that the null hypothesis is false.

The level of significance, sometimes called the “level of risk,” is the probability of rejecting the null hypothesis when it is true. The significance level determines the probability level 0.05 or 0.01 that is to be considered too low to warrant support of the null hypothesis. If the probability of occurrence of the observed data is smaller than the level of significance, the data suggest the null hypothesis should be rejected (Zikmund, 2003).

Eight hypotheses are generated in this research for testing. One-way ANOVA is used to test hypotheses 1, 2, 3, 4, 5, 6 and 8. Simultaneously, Independent Sample T-test is employed to test hypothesis 7. The significance level used in this research is 0.05 or 95% level of confidence.

### **5.3.1 Hypotheses 1: Restaurant Patrons’ Tipping Behavior – Patronage Frequency of Dining**

Ho1: The difference in restaurant patrons’ tipping behaviors based on patronage frequency of dining is not significant.

Ha1: The difference in restaurant patrons’ tipping behaviors based on patronage frequency of dining is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons’ statements about tipping behavior and four statements about patronage frequency of dining groups. The results are illustrated in Table 5.30 below.

All sixteen items listed below have a significant value more than 0.05. These include, ‘I tip as a way to evaluate ‘friendly service,’ which has a significance value

of  $p = 0.598$ ; 'I tip when server is greeting me,' which has a significance value of  $p = 0.551$ ; 'I tip when server is introducing themselves,' which has a significance value of  $p = 0.766$ ; 'I tip when server is smiling at me,' which has a significance value of  $p = 0.959$ ; 'I tip when server is writing 'thank you' or drawing a happy face to me,' which has a significance value of  $p = 0.557$ ; 'I tip when server is repeating my order,' which has a significance value of  $p = 0.628$ ; 'I tip when server is casually touching me,' which has a significance value of  $p = 0.222$ ; 'I tip when server makes good suggestions,' which has a significance value of  $p = 0.916$ ; 'I tip as a way to evaluate 'excellent food,' which has a significance value of  $p = 0.081$ ; 'I tip as a way to evaluate prompt delivery of main course,' which has a significance value of  $p = 0.370$ ; 'I tip if waiters or waitresses are attractive,' which has a significance value of  $p = 0.823$ ; 'I tip when server makes more visits to my table,' which has a significance value of  $p = 0.349$ ; 'I tip if it is an expensive restaurant,' which has a significance value of  $p = 0.753$ ; 'I tip when I think the atmosphere is at its best,' which has a significance value of  $p = 0.700$ ; 'Even when I'm in a bad mood, I try to give tip,' which has a significance value of  $p = 0.758$ ; 'I tip for fear of disapproval,' which has a significance value of  $p = 0.333$ .

Therefore, all sixteen items failed to reject the null hypothesis. This means that the difference in restaurant patrons' tipping behaviors based on patronage frequency of dining is not significant.

Table 5.30 One-way ANOVA for Hypotheses 1

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	1.657	3	.552	.627	.598
	Within Groups	348.780	396	.881		
	Total	350.438	399			
Q15 I tip when server is greeting me	Between Groups	2.372	3	.791	.702	.551
	Within Groups	446.066	396	1.126		
	Total	448.438	399			
Q16 I tip when server is introducing themselves	Between Groups	1.021	3	.340	.381	.766
	Within Groups	353.219	396	.892		
	Total	354.240	399			
Q17 I tip when server is smiling at me	Between Groups	.294	3	.098	.102	.959
	Within Groups	379.456	396	.958		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	2.082	3	.694	.692	.557
	Within Groups	396.958	396	1.002		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	1.895	3	.632	.580	.628
	Within Groups	431.145	396	1.089		
	Total	433.040	399			

Continued...



Table 5.30 One-way ANOVA for Hypotheses 1 (Continued)

Q20 I tip when server is casually touching me	Between Groups	4.705	3	1.568	1.471	.222
	Within Groups	422.232	396	1.066		
	Total	426.938	399			
Q21 I tip when server makes good suggestions	Between Groups	.484	3	.161	.171	.916
	Within Groups	373.266	396	.943		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	6.119	3	2.040	2.260	.081
	Within Groups	357.458	396	.903		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	2.899	3	.966	1.051	.370
	Within Groups	364.179	396	.920		
	Total	367.078	399			
Q24 I tip if waiters or waitresses are attractive	Between Groups	1.077	3	.359	.304	.823
	Within Groups	467.923	396	1.182		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	3.493	3	1.164	1.099	.349
	Within Groups	419.505	396	1.059		
	Total	422.998	399			
Q26 I tip if it is an expensive restaurant	Between Groups	1.550	3	.517	.400	.753
	Within Groups	512.200	396	1.293		
	Total	513.750	399			

Continued...

Table 5.30 One-way ANOVA for Hypotheses 1 (Continued)

Q27 I tip when I think the atmosphere is at its best	Between Groups	1.464	3	.488	.475	.700
	Within Groups	407.096	396	1.028		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	1.604	3	.535	.393	.758
	Within Groups	538.706	396	1.360		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	3.727	3	1.242	1.140	.333
	Within Groups	431.713	396	1.090		
	Total	435.440	399			

### 5.3.2 Hypotheses 2: Restaurant Patrons' Tipping Behaviors - Accompany

#### Type

Ho2: The differences in restaurant patrons' tipping behaviors based on accompany type is not significant.

Ha2: The differences in restaurant patrons' tipping behaviors based on accompany type is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and six statements about accompanying types. The results are illustrated in Table 5.31 below.

Four items have a significant value less than 0.05, so the null hypothesis is rejected. These are 'I tip as a way to evaluate 'friendly service'', which has a

significance value of  $p = 0.000$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.043$ ; 'Even when I'm in a bad mood, I try to give tip', which has a significance value of  $p = 0.039$ ; 'I tip for fear of disapproval', which has a significance value of  $p = 0.010$ . Thus, these mean the difference in restaurant patrons' tipping behaviors in four items in terms of the accompany type is significant (see Table 5.30).

Twelve items listed below have a significant value more than 0.05. As Table 5.30 shows, 'I tip when server is greeting me', which has a significance value of  $p = 0.104$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.981$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.758$ ; 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.196$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.314$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.278$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.122$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.217$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.142$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.127$ ; 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.892$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.669$  (see Table 5.31).

Table 5.31 One-way ANOVA for Hypotheses 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	19.335	5	3.867	4.601	.000*
	Within Groups	331.103	394	.840		
	Total	350.438	399			
Q15 I tip when server is greeting me	Between Groups	10.244	5	2.049	1.842	.104
	Within Groups	438.193	394	1.112		
	Total	448.437	399			
Q16 I tip when server is introducing themselves	Between Groups	.652	5	.130	.145	.981
	Within Groups	353.588	394	.897		
	Total	354.240	399			
Q17 I tip when server is smiling at me	Between Groups	2.511	5	.502	.525	.758
	Within Groups	377.239	394	.957		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	7.340	5	1.468	1.477	.196
	Within Groups	391.700	394	.994		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	6.433	5	1.287	1.188	.314
	Within Groups	426.607	394	1.083		
	Total	433.040	399			

Continued...



Table 5.31 One-way ANOVA for Hypotheses 2 (Continued)

Q20 I tip when server is casually touching me	Between Groups	6.744	5	1.349	1.265	.278
	Within Groups	420.193	394	1.066		
	Total	426.938	399			
Q21 I tip when server makes good suggestions	Between Groups	8.115	5	1.623	1.749	.122
	Within Groups	365.635	394	.928		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	6.423	5	1.285	1.417	.217
	Within Groups	357.154	394	.906		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	10.486	5	2.097	2.317	.043*
	Within Groups	356.592	394	.905		
	Total	367.078	399			
Q24 I tip if waiters or waitresses are attractive	Between Groups	9.707	5	1.941	1.665	.142
	Within Groups	459.293	394	1.166		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	9.070	5	1.814	1.727	.127
	Within Groups	413.928	394	1.051		
	Total	422.998	399			
Q26 I tip if it is an expensive restaurant	Between Groups	2.168	5	.434	.334	.892
	Within Groups	511.582	394	1.298		
	Total	513.750	399			

Continued...

Table 5.31 One-way ANOVA for Hypotheses 2 (Continued)

Q27 I tip when I think the atmosphere is at its best	Between Groups	3.297	5	.659	.641	.669
	Within Groups	405.263	394	1.029		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	15.771	5	3.154	2.369	.039*
	Within Groups	524.539	394	1.331		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	16.407	5	3.281	3.085	.010*
	Within Groups	419.033	394	1.064		
	Total	435.440	399			

### Post Hoc Test for Hypothesis 2

In One-way ANOVA, Post Hoc test is used after the null hypothesis is rejected. The Least Significant Difference (LSD) test was employed in this study to compare differences among groups. Table 5.32 below displays more details of differences among the six accompanying groups.

### Q14: I tip as a way to evaluate 'Friendly service'

According to Table 5.32, when respondents are accompanied by family members, boy/girlfriends or spouses, they tend to tip more as a way to evaluate friendly service than if they are with colleagues.. The restaurant patrons who dine alone appear to tip less as a way to evaluate friendly service compared to those restaurant patrons accompanied by a boy/girlfriend and spouse. Meanwhile, restaurant patrons

accompanied by a boy/girlfriend tend to tip more as a way to evaluate friendly service than those accompanied by friends. People accompanied by their family members, spouse and a boy/girlfriend expected to be treated well by servers, especially if there is a baby or kid in the family. Therefore, if servers treat them better and appear friendly, the patrons would give a tip as a reward for friendly service.

Table 5.32 Compare Differences among the Accompany Type

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q14 I tip as a way to evaluate 'Friendly service'	F= 4.601 Sig .000	Family members > Colleagues	.492**
		Boy/girl friend > Friends	.427**
		> Colleagues	.706**
		> Alone	.693**
		Spouse > Colleagues	.714**
		> Alone	.701*
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	F= 2.317 Sig .043	Family members > Colleagues	.486*
		> Boy/girl friend	.338*
		> Spouse	.616*
		> Alone	.561*
Q28 Even when I'm in a bad mood, I try to give tip	F= 2.369 Sig .039	Spouse > Friends	.779**
		> Colleagues	.936**
Q29 I tip for fear of disapproval	F= 3.085 Sig .010	Family members > Boy/girl friend	.536**
		Friends > Boy/girl friend	.403**
		Spouse > Friends	.502*
		> Colleagues	.636*
		> Boy/girl friend	.905**

\*. The mean difference is significant at the 0.05 level.

\*\*. The mean difference is significant at the 0.01 level.

Details gathered by the researcher as part of this research

#### Q23: I tip as a way to evaluate 'Prompt delivery of main course'

It can be seen from Table 5.32 above that when restaurant patrons are accompanied by their family members, they tend to reward prompt delivery of main

course with a larger tip. This was higher probability than when the patron was accompanied by a spouse, followed by when they were alone, with colleagues, or with a boy/girlfriend.

Normally, 'family' is comprised of many family members, such as children, adults and elders. When dining together, they consider each other's feelings. They generally want their dishes to be delivered shortly after they order, especially if any member in the family feels hungry. Therefore, these patrons evaluate the service as good when restaurant servers deliver their meal promptly. In these cases, after the family finishes, they are happy to put money into the tipping box, or give their tip directly to their server.

**Q28: Even when I'm in a bad mood, I try to give a tip**

Table 5.32 above implies that restaurant patrons who are accompanied by their spouse tend to give a tip even when they are in a bad mood, more often than restaurant patrons who are accompanied by colleagues. This may be caused by the assumption that people who get married are more mature than those who do not. They know how to control their emotions, so that they will not lose face in the public. It is similar when they dine at restaurants. Even they are in a bad mood, they still have emotional control and choose to give tips to restaurant servers to show their manners.

**Q29: I tip for fear of disapproval**

Based on Table 5.32, it can be seen that restaurant patrons who are accompanied



by a spouse, family members and friends tend to tip more out of fear of disapproval, more often than when they are accompanied by boy/girlfriend. At the same time, a similar result indicates that restaurant patrons accompanied by a spouse tend to tip for fear of disapproval than those who accompanied by friends and colleagues. This may be caused by the belief that people are afraid to show disapproval or unfriendliness, especially when they dine with their family members, spouse and friends. Therefore, giving a tip is a way to show respect and cordiality to servers.

Thus, of sixteen factors, there are four significant items. This means that the difference in restaurant patrons' tipping behaviors in twelve items based on accompany type is not significant.

### **5.3.3 Hypotheses 3: Restaurant Patrons' Tipping Behaviors - Alcohol Consumption**

Ho3: The difference in restaurant patrons' tipping behaviors based on alcohol consumption is not significant.

Ha3: The difference in restaurant patrons' tipping behaviors based on alcohol consumption is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and three statements about alcohol consumption groups. The results are illustrated in Table 5.33 below.

Three items have a significant value less than 0.05, so the null hypothesis is

rejected. These are 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.033$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.013$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.047$ . Thus, these mean the difference in restaurant patrons' tipping behaviors in three items in terms of the accompany type is significant (see Table 5.33).

According to Table 5.33, thirteen items listed below have a significant value, more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.949$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.096$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.113$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.353$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.714$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.459$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.958$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.552$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.936$ ; 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.056$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.115$ ; 'Even when I'm in a bad mood, I try to give tip', which has a significance value of  $p = 0.291$ ; 'I tip for fear of disapproval', which has a significance value of  $p = 0.809$ .

Table 5.33 One-way ANOVA for Hypotheses 3

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	.092	2	.046	.052	.949
	Within Groups	350.346	397	.882		
	Total	350.438	399			
Q15 I tip when server is greeting me	Between Groups	5.268	2	2.634	2.359	.096
	Within Groups	443.170	397	1.116		
	Total	448.438	399			
Q16 I tip when server is introducing themselves	Between Groups	3.867	2	1.933	2.191	.113
	Within Groups	350.373	397	.883		
	Total	354.240	399			
Q17 I tip when server is smiling at me	Between Groups	1.986	2	.993	1.044	.353
	Within Groups	377.764	397	.952		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	6.827	2	3.414	3.455	.033*
	Within Groups	392.213	397	.988		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	.734	2	.367	.337	.714
	Within Groups	432.306	397	1.089		
	Total	433.040	399			

Continued...

Table 5.33 One-way ANOVA for Hypotheses 3 (Continued)

Q20 I tip when server is casually touching me	Between Groups	9.208	2	4.604	4.375	.013*
	Within Groups	417.730	397	1.052		
	Total	426.938	399			
Q21 I tip when server makes good suggestions	Between Groups	1.465	2	.732	.781	.459
	Within Groups	372.285	397	.938		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	.079	2	.039	.043	.958
	Within Groups	363.499	397	.916		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	1.098	2	.549	.595	.552
	Within Groups	365.980	397	.922		
	Total	367.077	399			
Q24 I tip if waiters or waitresses are attractive	Between Groups	7.168	2	3.584	3.081	.047*
	Within Groups	461.832	397	1.163		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	.141	2	.070	.066	.936
	Within Groups	422.857	397	1.065		
	Total	422.998	399			
Q26 I tip if it is an expensive restaurant	Between Groups	7.423	2	3.711	2.910	.056
	Within Groups	506.327	397	1.275		
	Total	513.750	399			

Continued...



Table 5.33 One-way ANOVA for Hypotheses 3 (Continued)

Q27 I tip when I think the atmosphere is at its best	Between Groups	4.420	2	2.210	2.171	.115
	Within Groups	404.140	397	1.018		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	3.353	2	1.676	1.239	.291
	Within Groups	536.957	397	1.353		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	.465	2	.232	.212	.809
	Within Groups	434.975	397	1.096		
	Total	435.440	399			

### Post Hoc test for Hypothesis 3

With respect to Post Hoc analysis, the Least Significant Difference (LSD) test was employed in this study in order to compare differences among groups. Table 5.34 below displays more details of tipping behavior with or without alcohol consumption.

Table 5.34 Compare Difference among the Alcohol Consumption

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	F= 3.455 Sig .033	Sometimes > No	.271*
Q20 I tip when server is casually touching me	F= 4.375 Sig .013	Yes > Sometimes	.439**
		> No	.418**
Q24 I tip if waiters or waitresses are attractive	F= 3.081 Sig .047	Yes > No	.329*

\*. The mean difference is significant at the 0.05 level.

\*\*. The mean difference is significant at the 0.01 level.

Details gathered by the researcher as part of this research

**Q18: I tip when server is writing 'thank you' or drawing a happy face to me**

It can be gathered from Table 5.34 above that restaurant patrons who order alcohol tend to tip more when the server either writes 'Thanks' or draws a happy face than those restaurant patrons who do not order alcohol. People expecting drinks might consider the 'thank you' as a kind of exclusive friendly approval, while servers perceive this gesture as a way to make more income for the restaurant.

Normally, each server has his/her duty area, where they have sole responsibilities to serve patrons who sit in that specific area. When a patron orders alcohol, servers must be acutely aware of when the patron finishes their drink, so that they can immediately replace the empty drink. Therefore, when patrons order alcohol, servers are required to visit their table very often. This situation cultivates an opportunity for the server to interact with the customer and also show the customer that they are capable of providing good service. In some cases, patrons may have many requests, which require servers to visit their table many times. Thus, to show a happy face or to write 'thanks' after patrons had their meals can increase the chance that a server receives a tip. Restaurant patrons who do not order alcohol order meals at one time only. Therefore, it is unnecessary for servers to visit patrons' table quite often. In this case, there is a less chance for the server to interact with the patron, which might relate to a lesser probability that the server will receive a tip.

**Q20: I tip when server is casually touching me**

Table 5.34 above shows that restaurant patrons who usually order alcohol tend to

tip more when the server casually touches them. This was higher than in patrons who sometimes order alcohol and those who do not order alcohol when they dine at restaurant.

This can be explained by the notion that people opt to drink alcohol to change their mood. When restaurant patrons are under the influence of alcohol, they may consider 'touching' as a positive sign of identification with a particular server. Moreover, as stated earlier, when patrons order alcohol, servers may be visiting their table more frequently, which gives the server a larger chance to interact personally with the patron. This provides patrons a chance to notice server's face, personality, and work ethic.

However, the fact that some restaurant patrons may sometimes order alcohol for a special occasion should not be overlooked. In these cases, the patron may not be paying attention to the server at all; they might pay more attention to the taste of dishes and people who are having the meal with them.

**Q24: I tip if waiters or waitresses are attractive**

Table 5.34 revealed that restaurant patrons who order alcohol at restaurants tend to tip more if waiters or waitresses are good looking than restaurant patrons who do not order alcohol. This could be explained by the assumption that good appearance is important to the patron's overall experience. In some research, it has been shown that if a waitress wears flowers in her hair or waiter is a handsome man, they would receive tips from patrons.

In conclusion, three items are significant; the other thirteen items failed to reject the null hypothesis. This means that the differences in restaurant patrons' tipping behaviors in thirteen items based on alcohol consumption are not significant.

#### **5.3.4 Hypotheses 4: Restaurant Patrons' Tipping Behaviors - Payment**

##### **Method**

Ho4: The difference in restaurant patrons' tipping behaviors based on payment method is not significant.

Ha4: The difference in restaurant patrons' tipping behaviors based on payment method is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and three statements about payment method groups. The results are showed in Table 5.35 below.

Five items have a significant value less than 0.05, so the null hypothesis is rejected. These were 'I tip when server is introducing themselves', which has a significance value of  $p = 0.005$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.036$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.008$ ; 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.009$ ; 'Even when I'm in a bad mood, I try to give tip', which has a significance value of  $p = 0.004$ . This means the difference in restaurant patrons' tipping behaviors in five items in terms of the payment method is significant (see Table 5.35).



Eleven items listed below have a significant value more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.050$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.101$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.705$ ; 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.885$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.420$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.237$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.580$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.342$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.979$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.627$ ; 'I tip for fear of disapproval', which has a significance value of  $p = 0.214$ .

Table 5.35 One-way ANOVA for Hypotheses 4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	5.255	2	2.627	3.022	.050
	Within Groups	345.183	397	.869		
	Total	350.438	399			

Continued...

Table 5.35 One-way ANOVA for Hypotheses 4 (Continued)

Q15 I tip when server is greeting me	Between Groups	5.147	2	2.574	2.305	.101
	Within Groups	443.290	397	1.117		
	Total	448.438	399			
Q16 I tip when server is introducing themselves	Between Groups	9.339	2	4.669	5.375	.005*
	Within Groups	344.901	397	.869		
	Total	354.240	399			
Q17 I tip when server is smiling at me	Between Groups	.667	2	.334	.349	.705
	Within Groups	379.083	397	.955		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	.246	2	.123	.123	.885
	Within Groups	398.794	397	1.005		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	7.207	2	3.604	3.360	.036*
	Within Groups	425.833	397	1.073		
	Total	433.040	399			
Q20 I tip when server is casually touching me	Between Groups	1.861	2	.931	.869	.420
	Within Groups	425.076	397	1.071		
	Total	426.937	399			
Q21 I tip when server makes good suggestions	Between Groups	2.702	2	1.351	1.445	.237
	Within Groups	371.048	397	.935		
	Total	373.750	399			

Continued...

Table 5.35 One-way ANOVA for Hypotheses 4 (Continued)

Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	.998	2	.499	.546	.580
	Within Groups	362.580	397	.913		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	1.979	2	.989	1.076	.342
	Within Groups	365.099	397	.920		
	Total	367.078	399			
Q24 I tip if waiters or waitresses are attractive	Between Groups	.050	2	.025	.021	.979
	Within Groups	468.950	397	1.181		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	10.275	2	5.137	4.942	.008*
	Within Groups	412.723	397	1.040		
	Total	422.997	399			
Q26 I tip if it is an expensive restaurant	Between Groups	12.028	2	6.014	4.759	.009*
	Within Groups	501.722	397	1.264		
	Total	513.750	399			
Q27 I tip when I think the atmosphere is at its best	Between Groups	.960	2	.480	.468	.627
	Within Groups	407.600	397	1.027		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	14.748	2	7.374	5.570	.004*
	Within Groups	525.562	397	1.324		
	Total	540.310	399			

Continued...

Table 5.35 One-way ANOVA for Hypotheses 4 (Continued)

Q29 I tip for fear of disapproval	Between Groups	3.367	2	1.684	1.547	.214
	Within Groups	432.073	397	1.088		
	Total	435.440	399			

#### Post Hoc test for hypothesis 4

With respect to Post Hoc analysis, the Least Significant Difference (LSD) test was employed in this study to compare differences in group means. Table 5.36 below displays more details of differences in the three types of payment methods.

Table 5.36 Compare Differences among the Payment Method

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q16 I tip when server is introducing themselves	F= 5.375 Sig .005	Credit-card > Cash	.294*
Q19 I tip when server is repeating my orders	F= 3.360 Sig .036	Credit-card > Cash	.244*
Q25 I tip when server makes more visits to my table	F= 4.942 Sig .008	Credit-card > Cash	.328*
Q26 I tip if it is an expensive restaurant	F= 4.759 Sig .009	Credit-card > Cash	.357*
Q28 Even when I'm in a bad mood, I try to give tip	F= 5.570 Sig .004	Credit-card > Cash	.396*

\*. The mean difference is significant at the 0.05 level.  
Details gathered by the researcher part of this research

#### Q16: I tip when servers introduce themselves

It can be assumed from Table 5.36 above that when restaurant patrons use their credit card to pay the bill, they tend to tip more when servers introduce themselves



than restaurant patrons who pay the bill by cash. This can be explained by the assumption that restaurant patrons who carry credit cards have flexibility and freedom to spend. They do not worry about a situation where they do not have enough money to pay the bill, which is more probable in patrons that carry cash. They can give different amounts of tips based on the behavior of servers. Normally, patrons who bring a fixed amount of cash in their pockets are sensibly aware of their budget. They must consider carefully whether to leave a tip because of the limitation of cash.

**Q19: I tip when server repeats my order**

Based on Table 5.36 above, restaurant patrons who use credit cards to pay the bill tend to tip more than those who pay the bill by cash. Restaurant patrons who carry credit cards have more flexibility and freedom to spend. Therefore, they can give a tip from their credit card or from the cash they bring with them based on server's attitude and behavior. However, patrons who bring cash in their pockets are sensibly aware of their budgets.

**Q25: I tip when server makes more visits to my table**

Table 5.36 reveals that restaurant patrons who prefer to use credit card to pay the bills after they finish meals tend to tip when the server makes more visits to their table than those restaurant patrons who prefer to pay the bill by cash. The reason is same as above. People who carry credit cards can have flexibility and more freedom to spend. When the restaurant server makes more visits to their table and provides friendly service to them, they feel special. Therefore, they may give a large tip directly to server.

**Q26: I tip if it is an expensive restaurant**

Table 5.36 above implies that restaurant patrons who use credit card to pay the bill tip more at an expensive restaurant than those patrons who pay by cash. This could be explained by the fact that restaurant patrons who carry credit cards may dine at expensive restaurants to show off their social status. In this same vein, these people have more flexibility to give a large tip on their credit card. They could choose either to leave cash after they pay the bill, or add additional amount of money at the end of the bill as tip.

**Q28: Even when I'm in a bad mood, I try to give a tip**

Table 5.36 above shows that restaurant patrons use a credit card as the payment method tend to give a tip more than people who pay in cash, especially when they are in a bad mood.

In conclusion, of the sixteen factors, there are eleven items that failed to reject the null hypothesis. These items, which include 'I tip when server is introducing themselves'; 'I tip when server is repeating my orders'; 'I tip when server makes more visits to my table'; 'I tip if it is an expensive restaurant'; and 'Even when I'm in a bad mood, I try to give tip' reject the null hypothesis. Therefore, the difference in restaurant patrons' tipping behaviors in eleven items based on payment method is not significant.

### 5.3.5 Hypotheses 5: Restaurant Patrons' Tipping Behaviors - Status

Ho5: The difference among restaurant patrons' tipping behaviors based on status is not significant.

Ha5: The difference among restaurant patrons' tipping behaviors based on status is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and three statements about status groups. The results are illustrated in Table 5.37 below.

One item has a significant value less than 0.05, so the null hypothesis is rejected. This was 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.026$ . This means the difference in restaurant patrons' tipping behaviors in five items in terms of the payment method is significant (see Table 5.37).

Other fifteen items listed below have a significant value more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.711$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.310$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.445$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.419$ ; 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.364$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.812$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.110$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.465$ ; 'I tip as a way to

evaluate 'prompt delivery of main course' , which has a significance value of  $p = 0.413$ ; 'I tip if waiters or waitresses are attractive' , which has a significance value of  $p = 0.218$ ; 'I tip when server makes more visits to my table' , which has a significance value of  $p = 0.265$ ; 'I tip if it is an expensive restaurant' , which has a significance value of  $p = 0.172$ ; 'I tip when I think the atmosphere is at its best' , which has a significance value of  $p = 0.617$ ; 'Even when I'm in a bad mood, I try to give tip' , which has a significance value of  $p = 0.439$ ; 'I tip for fear of disapproval' , which has a significance value of  $p = 0.070$ .

Table 5.37 One-way ANOVA for Hypotheses 5

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	.602	2	.301	.341	.711
	Within Groups	349.836	397	.881		
	Total	350.438	399			
Q15 I tip when server is greeting me	Between Groups	2.638	2	1.319	1.175	.310
	Within Groups	445.800	397	1.123		
	Total	448.437	399			
Q16 I tip when server is introducing themselves	Between Groups	1.442	2	.721	.811	.445
	Within Groups	352.798	397	.889		
	Total	354.240	399			

Continued...



Table 5.37 One-way ANOVA for Hypotheses 5 (Continued)

Q17 I tip when server is smiling at me	Between Groups	1.662	2	.831	.872	.419
	Within Groups	378.088	397	.952		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	2.026	2	1.013	1.013	.364
	Within Groups	397.014	397	1.000		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	.453	2	.227	.208	.812
	Within Groups	432.587	397	1.090		
	Total	433.040	399			
Q20 I tip when server is casually touching me	Between Groups	4.723	2	2.361	2.220	.110
	Within Groups	422.215	397	1.064		
	Total	426.938	399			
Q21 I tip when server makes good suggestions	Between Groups	1.440	2	.720	.768	.465
	Within Groups	372.310	397	.938		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	6.630	2	3.315	3.687	.026*
	Within Groups	356.948	397	.899		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	1.630	2	.815	.885	.413
	Within Groups	365.448	397	.921		
	Total	367.078	399			

Continued...

Table 5.37 One-way ANOVA for Hypotheses 5 (Continued)

Q24 I tip if waiters or waitresses are attractive	Between Groups	3.580	2	1.790	1.527	.218
	Within Groups	465.420	397	1.172		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	2.823	2	1.411	1.333	.265
	Within Groups	420.175	397	1.058		
	Total	422.997	399			
Q26 I tip if it is an expensive restaurant	Between Groups	4.532	2	2.266	1.767	.172
	Within Groups	509.218	397	1.283		
	Total	513.750	399			
Q27 I tip when I think the atmosphere is at its best	Between Groups	.991	2	.496	.483	.617
	Within Groups	407.569	397	1.027		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	2.237	2	1.119	.825	.439
	Within Groups	538.073	397	1.355		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	5.782	2	2.891	2.671	.070
	Within Groups	429.658	397	1.082		
	Total	435.440	399			

### Post Hoc test for Hypothesis 5

With respect to Post Hoc analysis, the Least Significant Difference (LSD) test was employed in this study in order to compare differences in group means. Table 5.38

below displays more details of differences among three types of respondents.

Table 5.38 Compares Differences among the Status

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J	Mean difference (I – J)
Q22 I tip as a way to evaluate 'Excellent food'	F= 3.687 Sig .026	Local resident > International tourist	.266**

\*\* . The mean difference is significant at the 0.01 level.

Details gathered by the researcher as part of this research

#### Q22: I tip as a way to evaluate 'excellent food'

On the basis of Post Hoc Test, Table 5.38 illustrates that local residents in this study are more willing to tip as a way to evaluate 'excellent food.' For the local residents, not only they are familiar with the local foods and restaurants, but they also revisit the same restaurant if they are satisfied with the food. At the same time, they know where to find delicious food. Meanwhile, if there is any new restaurant open, they are willing to patronize it and taste new dishes.

International tourists have less consciousness to give tips as a way to evaluate 'excellent food.' Some international tourists may be on their first visit to Thailand. They may not have tasted the food in Thailand before. For those tourists who visit Thailand before still want to dine at different types of restaurants. Thus, from their perspective, different food is tasty and delicious. However, it is not quite easy for them to judge and evaluate 'excellent food.'

Therefore, there are fifteen items that failed to reject the null hypothesis. This means that the difference in restaurant patrons' tipping behaviors in fourteen items based on status is not significant.

### 5.3.6 Hypotheses 6: Restaurant Patrons' Tipping Behaviors - Region

Ho6: The difference among restaurant patrons' tipping behaviors based on region is not significant.

Ha6: The difference among restaurant patrons' tipping behaviors based on region is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and five statements about region groups.

The results are illustrated in Table 5.39 below.

Five items have a significant value less than 0.05, so the null hypothesis is rejected. These are, 'I tip when server is smiling at me', which has a significance value of  $p = 0.016$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.001$ ; 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.003$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.033$ ; 'Even when I'm in a bad mood, I try to give tip', which has a significance value of  $p = 0.007$ . This means the difference in restaurant patrons' tipping behaviors in two items in terms of region is significant (see Table 5.39).

In addition, other eleven items listed below have a significant value more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.524$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.789$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.300$ ; 'I tip when server is writing 'thank you' or



drawing a happy face to me', which has a significance value of  $p = 0.193$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.433$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.656$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.507$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.511$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.198$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.302$ ; 'I tip for fear of disapproval', which has a significance value of  $p = 0.217$ .

Table 5.39 One-way ANOVA for Hypotheses 6

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	2.823	4	.706	.802	.524
	Within Groups	347.614	395	.880		
	Total	350.438	399			
Q15 I tip when server is greeting me	Between Groups	1.932	4	.483	.427	.789
	Within Groups	446.505	395	1.130		
	Total	448.438	399			
Q16 I tip when server is introducing themselves	Between Groups	4.340	4	1.085	1.225	.300
	Within Groups	349.900	395	.886		
	Total	354.240	399			

Continued...

Table 5.39 One-way ANOVA for Hypotheses 6 (Continued)

Q17 I tip when server is smiling at me	Between Groups	11.578	4	2.895	3.105	<b>.016*</b>
	Within Groups	368.172	395	.932		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	6.089	4	1.522	1.530	.193
	Within Groups	392.951	395	.995		
	Total	399.040	399			
Q19 I tip when server is repeating my orders	Between Groups	4.140	4	1.035	.953	.433
	Within Groups	428.900	395	1.086		
	Total	433.040	399			
Q20 I tip when server is casually touching me	Between Groups	2.617	4	.654	.609	.656
	Within Groups	424.320	395	1.074		
	Total	426.937	399			
Q21 I tip when server makes good suggestions	Between Groups	3.114	4	.779	.830	.507
	Within Groups	370.636	395	.938		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	3.003	4	.751	.822	.511
	Within Groups	360.575	395	.913		
	Total	363.577	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	5.529	4	1.382	1.510	.198
	Within Groups	361.549	395	.915		
	Total	367.078	399			

Continued...

Table 5.39 One-way ANOVA for Hypotheses 6 (Continued)

Q24 I tip if waiters or waitresses are attractive	Between Groups	5.719	4	1.430	1.219	.302
	Within Groups	463.281	395	1.173		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	18.914	4	4.728	4.622	.001*
	Within Groups	404.084	395	1.023		
	Total	422.998	399			
Q26 I tip if it is an expensive restaurant	Between Groups	20.570	4	5.142	4.119	.003*
	Within Groups	493.180	395	1.249		
	Total	513.750	399			
Q27 I tip when I think the atmosphere is at its best	Between Groups	10.706	4	2.677	2.657	.033*
	Within Groups	397.854	395	1.007		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	18.978	4	4.744	3.595	.007*
	Within Groups	521.332	395	1.320		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	6.302	4	1.576	1.450	.217
	Within Groups	429.138	395	1.086		
	Total	435.440	399			

### Post Hoc test for Hypothesis 6

With respect to Post Hoc analysis, the Least Significant Difference (LSD) test was employed in this study, in order to compare differences in group means. Table 5.40

below displays more details of differences among three types of respondents.

Table 5.40 Compare Differences among the Region

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J	Mean difference (I – J)
Q17 I tip when server is smiling at me	F= 3.105 Sig .016	America > Asia	.500 <sup>*</sup>
Q25 I tip when server makes more visits to my table	F= 4.622 Sig .001	Europe > Africa > Australia America > Asia > Africa > Australia	1.269 <sup>*</sup> 1.269 <sup>*</sup> .525 <sup>*</sup> 1.463 <sup>*</sup> 1.463 <sup>*</sup>
Q26 I tip if it is an expensive restaurant	F= 4.119 Sig .003	Europe > Asia > Africa America > Africa Asia > Africa Australia > Africa	.613 <sup>*</sup> 2.192 <sup>*</sup> 1.768 <sup>*</sup> 1.580 <sup>*</sup> 1.833 <sup>*</sup>
Q27 I tip when I think the atmosphere is at its best	F= 2.657 Sig .033	Europe > America > Asia > Africa Australia > Africa	.505 <sup>*</sup> .423 <sup>*</sup> 1.346 <sup>*</sup> 1.833 <sup>*</sup>
Q28 Even when I'm in a bad mood, I try to give tip	F= 3.595 Sig .007	America > Asia	.675 <sup>*</sup>

\*. The mean difference is significant at the 0.05 level.

Details gathered by the researcher as part of this research

#### Q17: I tip when server is smiling at me

Table 5.40 indicates that American restaurant patrons tend to tip more when servers smile at them than Asian restaurant patrons. America follows a tip-based culture. To give a tip is a necessary social custom. Thus, they are used to leaving a tip no matter the service. However, in Asian countries, tipping is not accepted. Most Asians do not have intention that they should give tip. This is due to cultural difference.



**Q25: I tip when server makes more visits to my table**

It can be seen from Table 5.40 that European and American restaurant patrons tend to tip more when server makes more visits to their table than Africans and Australians. Similarly, American restaurant patrons agree more than Asian restaurant patrons. America and Europe have a tip-based culture. Tipping could be tracked back to the earlier centuries in Europe. It is a necessary social custom and social normal practice for them to leave tip. Tipping is related to cultural and social issues. It is difficult to find an obvious sign in Asia, Australia and Africa that makes people notice that they should leave a tip after they enjoy services.

**Q26: I tip if it is an expensive restaurant**

In Table 5.40 above, it is shown that African patrons tend to tip less if it is an expensive restaurant than European, Americans, Asian and Australians restaurant patrons. Likewise, Asian restaurant patrons tend to tip less than Europeans if it is an expensive restaurant. Tipping is deeply ingrained in the minds of Americans and Europeans. For Asians and Australians, tipping is gradually being accepted as a global social practice. Therefore, Asian and Australians are starting to follow it, especially when they are eating at an expensive restaurant. Furthermore, giving a tip in an expensive sometimes help patrons satisfy their vanity. Most countries in Africa still are considered as developing countries with struggling economies. Thus, they do feel the need to give tip.

**Q27: I tip when I think the atmosphere is at its best**

Table 5.40 below reveals that European and Australian restaurant patrons agree with leaving a tip when they think the atmosphere is at its best, even more than African restaurant patrons. Meanwhile, European restaurant patrons tend to tip more than American and Asian restaurant patrons. Europe has many luxury palaces and houses. Nowadays, people use those classic styles to renovate restaurants. Moreover, it doesn't like fast food restaurants in America because they may provide variety of music performances. These factors explain the reason why Europeans prefer to give a tip when they think the atmosphere is at its best. Australians start to give tip in some situations. They may think it a good way to reward and encourage restaurant owners to improve environment and atmosphere in their restaurant, in order to provide a better dining experience.

**Q28: Even when I'm in a bad mood, I try to give tips**

Based on Table 5.40 below, American restaurant patrons agree with tipping more than Asian restaurant patrons., even when they are in a bad mood Tipping is not a normal practice in Asia, whereas tipping is a normal practice in America. Americans are used to leaving tips in any situation, due to is the fact that it is their social custom.

In conclusion, there are eleven items that failed to reject the null hypothesis. This means that the difference in restaurant patrons' tipping behaviors in eleven items based on region is not significant.

### 5.3.7 Hypotheses 7: Restaurant Patrons' Tipping Behaviors – Gender

Ho7: The difference in restaurant patrons' tipping behaviors based on gender is not significant.

Ha7: The difference in restaurant patrons' tipping behaviors based on gender is significant.

Independent Sample t-test was used to explore the differences between sixteen restaurant patrons' statements about tipping behavior and two statements about gender groups. The results are illustrated in Table 5.41 below.

Two items have a significant value less than 0.05, so the null hypothesis is rejected. These are, 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.010$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.011$ ; This means the difference in restaurant patrons' tipping behaviors in two items in terms of gender is significant (see Table 5.41).

Meanwhile, fourteen items listed below have a significant value more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.206$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.125$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.385$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.129$ ; 'I tip when server is smiling at me', which has a significance value of  $p =$  ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.795$ ; 'I tip when server makes good suggestions', which has a significance value of

$p = 0.800$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.251$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.160$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.168$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.658$ ; 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.947$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.915$ ; 'Even when I'm in a bad mood, I try to give tip', which has a significance value of  $p = 0.988$ ; 'I tip for fear of disapproval', which has a significance value of  $p = 0.468$ .





Table 5.41 Independent Samples Test for Hypotheses 7

## Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Q14 I tip as a way to evaluate 'Friendly service'	Equal variances assumed	.566	.452	-1.268	398	.206	-.119	.094	-.304	.066
	Equal variances not assumed			-1.256	368.371	.210	-.119	.095	-.306	.067
Q15 I tip when server is greeting me	Equal variances assumed	1.932	.165	-1.539	398	.125	-.164	.106	-.372	.045
	Equal variances not assumed			-1.523	365.731	.129	-.164	.107	-.375	.048
Q16 I tip when server is introducing themselves	Equal variances assumed	4.957	.027	-.869	398	.385	-.082	.095	-.268	.104
	Equal variances not assumed			-.862	370.575	.389	-.082	.095	-.270	.105

Continued...

Table 5.41 Independent Samples Test for Hypotheses 7 (Continued)

Q17 I tip when server is smiling at me	Equal variances assumed	1.009	.316	-1.521	398	.129	-.149	.098	-.341	.044
	Equal variances not assumed			-1.521	385.388	.129	-.149	.098	-.341	.044
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Equal variances assumed	.397	.529	-2.605	398	<b>.010*</b>	-.260	.100	-.456	-.064
	Equal variances not assumed			-2.595	379.088	.010	-.260	.100	-.456	-.063
Q19 I tip when server is repeating my orders	Equal variances assumed	1.424	.234	-2.546	398	<b>.011*</b>	-.265	.104	-.469	-.060
	Equal variances not assumed			-2.540	381.224	.011	-.265	.104	-.469	-.060
Q20 I tip when server is casually touching me	Equal variances assumed	.638	.425	-.259	398	.795	.027	.104	-.177	.231
	Equal variances not assumed			-.259	380.761	.796	.027	.104	-.178	.232
Q21 I tip when server makes good suggestions	Equal variances assumed	.896	.345	-.254	398	.800	-.025	.097	-.216	.167
	Equal variances not assumed			-.255	389.818	.799	-.025	.097	-.215	.166

Continued...

Table 5.41 Independent Samples Test for Hypotheses 7 (Continued)

Q22 I tip as a way to evaluate 'Excellent food'	Equal variances assumed	3.241	.073	-1.149	398	.251	-.110	.096	-.298	.078
	Equal variances not assumed			-1.135	362.269	.257	-.110	.097	-.301	.081
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Equal variances assumed	.838	.360	-1.406	398	.160	-.135	.096	-.324	.054
	Equal variances not assumed			-1.391	365.273	.165	-.135	.097	-.326	.056
Q24 I tip if waiters or waitresses are attractive	Equal variances assumed	.603	.438	1.381	398	.168	.150	.109	-.064	.364
	Equal variances not assumed			1.382	386.172	.168	.150	.109	-.063	.364
Q25 I tip when server makes more visits to my table	Equal variances assumed	.000	.987	-.443	398	.658	-.046	.103	-.249	.158
	Equal variances not assumed			-.443	386.241	.658	-.046	.103	-.249	.158
Q26 I tip if it is an expensive restaurant	Equal variances assumed	.272	.602	-.066	398	.947	-.008	.114	-.232	.217
	Equal variances not assumed			-.066	382.188	.947	-.008	.114	-.232	.217

Continued...

Table 5.41 Independent Samples Test for Hypotheses 7 (Continued)

Q27 I tip when I think the atmosphere is at its best	Equal variances assumed	.532	.466	-.107	398	.915	-.011	.102	-.211	.189
	Equal variances not assumed			-.107	387.330	.915	-.011	.102	-.211	.189
Q28 Even when I'm in a bad mood, I try to give tip	Equal variances assumed	.549	.459	-.015	398	.988	-.002	.117	-.232	.228
	Equal variances not assumed			-.015	381.358	.988	-.002	.117	-.232	.229
Q29 I tip for fear of disapproval	Equal variances assumed	.510	.476	-.726	398	.468	-.076	.105	-.283	.130
	Equal variances not assumed			-.725	381.749	.469	-.076	.105	-.283	.131

### Comparing Means for Hypothesis 7

As shown in Table 5.42 below, two statements of restaurant patrons' tipping behavior indicated that there are positive effects on gender.

Table 5.42 Compare Means among the Gender

### Group Statistics

	Q32 Gender	N	Mean	Std. Deviation	Std. Error Mean
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Male	182	3.04	1.016	.075
	Female	218	3.30	.973	.066
Q19 I tip when server is repeating my orders	Male	182	2.68	1.051	.078
	Female	218	2.94	1.021	.069



**Q18: I tip when the server writes 'thank you' or draws a happy face to me**

Table 5.42 above demonstrates that female restaurant patrons appear to tip more when servers write 'thanks' or draw a happy face than male restaurant patrons. Women get pleasure from being treated well by restaurant servers, which fosters positive emotions that can lead them leaving more tips than men.

**Q19: I tip when server repeats my orders**

Table 5.42 above illustrates that female restaurant patrons agree more with tipping when the server repeats their orders than male restaurant patrons. Women sometimes prefer to have meals with their female friends. When they socialize, one woman may lead the group and convey the orders on behalf of her friends. To be sure of what is ordered, the server may need to repeat the order, giving the woman a sense of pride in front of the group. This pride may lead to higher tips.

Thus, fourteen items failed to reject the null hypothesis. This means that the difference in restaurant patrons' tipping behaviors in fourteen items based on gender is not significant.

**5.3.8 Hypotheses 8: Restaurant Patrons' Tipping Behaviors - Age**

Ho8: The difference in restaurant patrons' tipping behaviors based on age is not significant.

Ha8: The difference in restaurant patrons' tipping behaviors based on age is significant.

One-way ANOVA was used to explore the differences between sixteen restaurant

patrons' statements about tipping behavior and five statements about age groups. The results are presented in Table 5.43 below.

One item has a significant value less than 0.05, so the null hypothesis is rejected. This is 'I tip if it is an expensive restaurant', which has a significance value of  $p = 0.041$ . Thus, this means the difference in restaurant patrons' tipping behaviors in one item in terms of the age is significant (see Table 5.43).

Thus, other fifteen items listed below have a significant value more than 0.05. These include 'I tip as a way to evaluate 'friendly service'', which has a significance value of  $p = 0.644$ ; 'I tip when server is greeting me', which has a significance value of  $p = 0.342$ ; 'I tip when server is introducing themselves', which has a significance value of  $p = 0.344$ ; 'I tip when server is smiling at me', which has a significance value of  $p = 0.170$ ; 'I tip when server is writing 'thank you' or drawing a happy face to me', which has a significance value of  $p = 0.334$ ; 'I tip when server is repeating my orders', which has a significance value of  $p = 0.283$ ; 'I tip when server is casually touching me', which has a significance value of  $p = 0.643$ ; 'I tip when server makes good suggestions', which has a significance value of  $p = 0.688$ ; 'I tip as a way to evaluate 'excellent food'', which has a significance value of  $p = 0.324$ ; 'I tip as a way to evaluate 'prompt delivery of main course'', which has a significance value of  $p = 0.157$ ; 'I tip if waiters or waitresses are attractive', which has a significance value of  $p = 0.884$ ; 'I tip when server makes more visits to my table', which has a significance value of  $p = 0.543$ ; 'I tip when I think the atmosphere is at its best', which has a significance value of  $p = 0.635$ ; 'Even when I'm in a bad mood, I try to give tip',

which has a significance value of  $p = 0.715$ ; 'I tip for fear of disapproval' , which has a significance value of  $p = 0.912$ .

Table 5.43 One-way ANOVA for Hypotheses 8

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q14 I tip as a way to evaluate 'Friendly service'	Between Groups	2.211	4	.553	.627	.644
	Within Groups	348.227	395	.882		
	Total	350.437	399			
Q15 I tip when server is greeting me	Between Groups	5.076	4	1.269	1.131	.342
	Within Groups	443.361	395	1.122		
	Total	448.438	399			
Q16 I tip when server is introducing themselves	Between Groups	3.995	4	.999	1.126	.344
	Within Groups	350.245	395	.887		
	Total	354.240	399			
Q17 I tip when server is smiling at me	Between Groups	6.099	4	1.525	1.612	.170
	Within Groups	373.651	395	.946		
	Total	379.750	399			
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Between Groups	4.583	4	1.146	1.147	.334
	Within Groups	394.457	395	.999		
	Total	399.040	399			

Continued...

Table 5.43 One-way ANOVA for Hypotheses 8 (Continued)

Q19 I tip when server is repeating my orders	Between Groups	5.474	4	1.369	1.264	.283
	Within Groups	427.566	395	1.082		
	Total	433.040	399			
Q20 I tip when server is casually touching me	Between Groups	2.697	4	.674	.628	.643
	Within Groups	424.240	395	1.074		
	Total	426.937	399			
Q21 I tip when server makes good suggestions	Between Groups	2.128	4	.532	.565	.688
	Within Groups	371.622	395	.941		
	Total	373.750	399			
Q22 I tip as a way to evaluate 'Excellent food'	Between Groups	4.251	4	1.063	1.168	.324
	Within Groups	359.327	395	.910		
	Total	363.578	399			
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Between Groups	6.095	4	1.524	1.667	.157
	Within Groups	360.982	395	.914		
	Total	367.078	399			
Q24 I tip if waiters or waitresses are attractive	Between Groups	1.376	4	.344	.290	.884
	Within Groups	467.624	395	1.184		
	Total	469.000	399			
Q25 I tip when server makes more visits to my table	Between Groups	3.289	4	.822	.774	.543
	Within Groups	419.708	395	1.063		
	Total	422.997	399			

Continued...



Table 5.43 One-way ANOVA for Hypotheses 8 (Continued)

Q26 I tip if it is an expensive restaurant	Between Groups	12.744	4	3.186	2.512	.041*
	Within Groups	501.006	395	1.268		
	Total	513.750	399			
Q27 I tip when I think the atmosphere is at its best	Between Groups	2.625	4	.656	.639	.635
	Within Groups	405.935	395	1.028		
	Total	408.560	399			
Q28 Even when I'm in a bad mood, I try to give tip	Between Groups	2.874	4	.718	.528	.715
	Within Groups	537.436	395	1.361		
	Total	540.310	399			
Q29 I tip for fear of disapproval	Between Groups	1.084	4	.271	.246	.912
	Within Groups	434.356	395	1.100		
	Total	435.440	399			

### Post Hoc test for Hypothesis 8

With respect to Post Hoc analysis, the Least Significant Difference (LSD) test was employed in this study in order to compare differences among groups. Table 5.44 below displays more details of differences among three types of respondents.

Table 5.44 Compare Differences among the Age

Restaurant Patrons' Tipping Behavior	F-value/ P-value	Comparison I > J		Mean difference (I - J)
Q26 I tip if it is an expensive restaurant	F= 2.512 Sig .041	30-39 years	> 18-19 years	.749*
			> 20-29 years	.319*
		Above 50 years	>18-19 years	.739*

\*. The mean difference is significant at the 0.05 level.

Details gathered by the researcher as part of this research

## **Q26: I tip if it is an expensive restaurant**

Table 5.44 displays that the restaurant patrons whose ages range between 30 – 39 years and above 50 years agree with tipping more if it is an expensive restaurant than the restaurant patrons' age between 18 – 19 years. At the same time, the restaurant patrons whose ages range between 30 – 39 years agree more with tipping than the age group between 20 – 29 years.

From the Post Hoc test, the youngest age group, those age between 18 – 19 years, is less perceptive to tipping if it is an expensive restaurant. The youngest group is more or less accompanied either by their parents or family members when they dine at an expensive restaurant. Meanwhile, the teenage group may not be able to earn high enough salaries for an expensive meal. Payment to a larger extent is managed by the adults, decreasing the probability that the young adults will need to consider payment of the bill after the meal.

Respondents aged between 20 – 29 years tend to give smaller tips if it is an expensive restaurant. The respondents of this group may only have part-time jobs after a recent graduation from university. They may have fewer chances to dine at an expensive restaurant. Even if they get jobs, the salaries are may not be enough to dine at an expensive restaurant.

The age group consisting of respondents 30 – 39 years old shows more agreement with giving tips if they dine at an expensive restaurant. In this age range, the respondents are normally focused on their careers and some of them have high paid jobs. This group expects social approval from the common public. Sometimes, they

dine at an expensive restaurant in order to show off their social status. Meanwhile, some of them pursue a higher life standard and a better services quality.

To give a tip at an expensive restaurant reflects the tendency of earning power to increase with age. Above 50 years old is the oldest group. Respondents in this age range already have their own social status and economic ability to support an enriched lifestyle.

Therefore, the statement, ‘I tip if it is an expensive restaurant’ rejects the null hypothesis. This means that the difference in restaurant patrons’ tipping behaviors in fifteen items based on age is not significant.



## CHAPTER VI

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

The final chapter consists of four parts. The first part emphasizes on the summary of findings including the sample profile of restaurant patrons, a summary of restaurant patrons' preferences, and findings of the hypotheses testing. The second part is concerned with the research outcomes. The last two parts cover the recommendations and suggestions for further study.

#### 6.1 Summary of Findings

In the first chapter there are two major research objectives which investigate restaurant patrons' insight of issues associated with tipping in Siam Paragon and CentralWorld, in Bangkok, Thailand; and to investigate the relationship between patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender, age of patron and restaurant patrons' tipping behavior.

##### 6.1.1 Summary of Sample Profile

Based on 400 respondents in the current study, half of them were international tourists (50%). Moreover, the majority of them were Asians (81.5%), and more than half of the respondents were female (54.5%). In addition, the majority of respondents were between 20 – 29 years old (63.5%). Table 6.1 below illustrates a summary chart of the respondents' personal information and majority percentage.



Table 6.1 Summary of Respondents' Personal Information

Restaurant Patrons' Information	Majority of Respondents (%)
Status	International Tourists (50%)
Region	Asians (81.5%)
Gender	Female (54.5%)
Age	Between 20 – 29 years old (63.5%)

Source: developed by the researcher for this study

### 6.1.2 Summary of Restaurant Patrons' Preferences

Table 6.2 presents a summary chart of the restaurant patrons' characteristics and majority percentage. It can be seen that majority of restaurant patrons' in this study prefer to have dinner at restaurant (61.5%); one-fifth (80.2%) of the restaurant patrons' would dine at the restaurant; close to half of the respondents (48.2%) had meals in a group of 3 – 5 persons and most of restaurant patrons' preferred dining outside on weekends (48.5%). Meanwhile, 51% of respondents choose casual dining restaurants and 57.5% of respondents would dine at restaurant between 2 – 3 times in a week. Moreover, nearly half of the respondents (49.2%) preferred having meals with their friends; most respondents would order alcohol sometimes (47.5%); and 60% of respondents paid the bill by cash after they had their meals. In addition, half of the respondents (50.2%) in this survey thought that to give tips was both a social norm and a means of rewarding.

The researcher provided some occupations, in order to learn the respondents' opinions of when and who they would tip. For restaurant servers and bartenders, almost half of respondents (49.2%) would 'sometimes give tips to restaurant servers' and 45.5% respondents would 'sometimes tip bartenders.' Meanwhile, 37.8% of them

‘do not tip taxi drivers’; 45% respondents ‘do not tip door men/women’ and 38.2% respondents ‘sometimes gave tips to musicians at club/restaurant’.

There were two open-ended questions in this study, which stated, ‘Should tipping be replaced with inclusive service charge?’ and, ‘Should organizations pay servers higher wages so that they will not be dependent on tips?’ This study found that half respondents (50.8%) answered ‘no’ for the first question and 42% respondents wrote ‘yes’ for the second question.

Table 6.2 Summary of Restaurant Patrons’ Preferences

Restaurant Patrons’ Information	Majority of Respondents (%)
Meal	Dinner (61.5%)
Type of visit	Dine at the restaurant (80.2%)
Group size	Between 3 – 5 persons (48.2%)
Day of visit	Weekends (48.5%)
Type of restaurant	Casual dining (51%)
Patronage frequency to the restaurant	Between 2 – 3 times (57.5%)
Accompany type	Friends (49.2%)
Alcohol consumption	Sometimes (47.5%)
Payment method	Cash (60%)
Reasons to give tips	It is both a social norm and a means of rewarding (50.2 %)
Restaurant servers	Sometimes tip (49.2%)
Bartenders	Sometimes tip (45.5%)
Taxi drivers	Do not tip (37.8%)
Door men/women	Do not tip (45%)
Musicians at club/restaurant	Sometimes tip (38.2%)
Should tip replaced by service charge	No (50.8%)
Should increase employees’ wages	Yes (42%)

Source: developed by the researcher for this study

### 6.1.3 Findings of Hypotheses Testing

A total of 400 questionnaires were distributed for this study. All of them were returned completed. Researcher employed One-way ANOVA and Independent Sample t-test to test the hypotheses. Table 6.3 shows a summary of hypothesis testing results below. It can be seen that except hypothesis 7 which used Independent Sample t-test, One-way ANOVA was applied to test hypothesis 1, 2, 3, 4, 5, 6 and 8.

Table 6.3 Summary of Hypotheses Testing Results

Description	Statistical Technique	Hypothesis Testing Results
<b>Hypothesis 1</b>		
The difference in restaurant patrons' tipping behavior based on patronage frequency of dining is not significant	One-way ANOVA	All of 16 items fail to reject $H_0$
<b>Hypothesis 2</b>		
The difference in restaurant patrons' tipping behavior based on accompany type is not significant	One-way ANOVA	Reject $H_0$ 2 in 4 items
<b>Hypothesis 3</b>		
The difference in restaurant patrons' tipping behavior based on alcohol consumption is not significant	One-way ANOVA	Reject $H_0$ 3 in 3 items
<b>Hypothesis 4</b>		
The difference in restaurant patrons' tipping behavior based on payment method is not significant	One-way ANOVA	Reject $H_0$ 4 in 5 items
<b>Hypothesis 5</b>		
The difference among restaurant patrons' tipping behavior based on status is not significant	One-way ANOVA	Reject $H_0$ 5 in 1 item
<b>Hypothesis 6</b>		
The difference among restaurant patrons' tipping behaviors based on region is not significant	One-way ANOVA	Reject $H_0$ 6 in 5 items
<b>Hypothesis 7</b>		
The difference in restaurant patrons' tipping behavior based on gender is not significant	Independent Sample t-test	Reject $H_0$ 7 in 2 items

Continued...

Table 6.3 Summary of Hypotheses testing Results (Continued)

<b>Hypothesis 8</b>		
The difference in restaurant patrons' tipping behavior based on age is not significant	One-way ANOVA	Reject Ho8 in 1 item

Source: developed by the researcher for this study

## 6.2 Conclusion

Based on the research objectives and results of the study, the following conclusions were drawn:

**Research objective 1: To investigate restaurant patrons' insight of issues associated with tipping at Siam Paragon and CentralWorld, in Bangkok, Thailand.**

Based on the findings from this study, it was demonstrated that the patronage frequency of dining has no significant differences in terms of restaurant patrons' tipping behavior. This is opposite to the findings of Lynn and Grassman (1990) that customers attempt to ensure good service on subsequent visits to a particular restaurant. Sanchez (2002) explored that servers could get larger number of tips from restaurant patrons dining without children. In this study, it showed that the different accompanying types decided the amount of tips, types including family members, a boy/girlfriend, friends and spouse leave tips more than colleagues and dining alone. Similar findings by study of Lynn (1988) and Sanchez (2005) stated that there is a significant relationship between restaurant patrons tipping behavior and alcohol consumption. This study indicated that restaurant patrons who order alcohol every time or sometimes when they dine outside would give more tips to servers than those who never order alcohol. According to Koku (2005) and Garrity & Degelman (1990),



patrons who leave large tips are those who preferably pay the bills via credit cards which is same as the result obtained in this study. Restaurant patrons who use credit cards to pay the bills have more flexibility to leave tips than patrons who use cash or cheque. In this study, status consisted of local residents, domestic tourists and international tourists. Local residents have a better perception of when to give tips, as they are familiar with the restaurants in Bangkok. Cho (2005), Caudill (2004), Lynn (2005), Noll and Arnold (2004) showed tipping is significant to restaurant patrons' region. Based on researcher investigation in Chapter 5, because of culture differences in each region, restaurant patrons gave tipping under different situations. In this study, researcher agreed with Bryany and Simth (1995) that females leave tips more often than males. There is a conflict about age and tipping behavior as perceived between researcher and Fong (2005). In this study, it was found that middle-aged and elderly restaurant patrons give tips more than younger restaurant patrons. This is contrary to the findings by Fong (2005).

The hypotheses tests in Chapter 5 show that most restaurant patrons consider giving tips as a way to evaluate friendly service, excellent food, and prompt delivery of main course. Similary, Hohhertz (1980) and Scheinetal (1984) had similar results as established in the current study. Garrity and Degelman (1990) noticed that in an elegant or expensive restaurant, patrons preferred to leave tips, which is congruent with this study. Restaurant patrons leave tips if the restaurant has a good atmosphere or if it is an expensive restaurant. If servers touch, introduce, greet, smile, repeat orders, write 'thank you' or draw happy faces and make good suggestions to patrons,

restaurant patrons are willing to give a tip as a reward for good service. In Chapter 2, previous studies, such as Crusco and Wetzel (1984), Stephen and Zweigenhaft (1986) and Garrity and Degelman (1990) yielded similar results. Lynn and Latane (1984) and Lynn et al., (1993) stated that attractive waiters or waitresses could lead patrons to leave tips. The results of this study also indicated that restaurant patrons tip for fear of disapproval. Also, even if patrons are in bad moods, they will still give tips.

**Research objective 2: To investigate the relationship between patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender, age of patron and restaurant patrons' tipping behavior.**

In order to explore Objective 2 in this study, researcher set up eight hypotheses to test the differences in patronage frequency of dining, accompany type, alcohol consumption, payment method, status, region, gender, age of patron and restaurant patrons' tipping behavior. Based on the data analysis employed in this study, all 16 items failed to reject in hypothesis 1. Thus, there is no relationship between patronage frequency of dining and restaurant patrons' tipping behavior. Hypothesis 2 is rejected by four items; hypothesis 3 is rejected by three items; hypothesis 4 is rejected by five items; hypothesis 5 is rejected by one item and hypothesis 6 is rejected by five items. Furthermore, hypothesis 7 is rejected by two items, and hypothesis 8 is rejected by one item.

## **6.3 Recommendations**

### **6.3.1 Recommendations based on Patronage Frequency of Dining**

Food is a basic human need, providing energy and nourishment to survive. Nowadays, people are willing to seek and enjoy delicious food in different styles of restaurants. Sometimes, patrons want to experience change so they might not patronize the same restaurants when they dine out. Although some restaurant patrons may dine outside 2 to 3 times a week, they will not visit same restaurant on every occasion. In other words, some restaurants may not have enough loyal customers. Meanwhile, tipping is not a common custom in Thai culture. Even though many restaurants provide tip boxes at the cashier counter, few restaurant patrons may leave tips. Therefore, restaurateurs should realize the importance of patronage frequency, as well as how to increase the loyal customers. Launching new dishes, promotions, or member cards are basic methods to attract customers. Providing good quality foods and services is integral to patron loyalty. Variability is one of characteristics for products in tourism and service industry. Therefore, restaurants must set their own standard for services. At the same time, it is necessary to have a standardized process when chefs cook dishes, and make sure the taste of dishes maintain the same quality all the time.

When Thai people dine outside, they prefer to patronize their favorite restaurants. Furthermore, after restaurant patrons pay bills, they may leave some charges based on their satisfaction if there is a tips box at cashier counter.

### **6.3.2 Recommendations based on Accompany Type**

People have different preferences for those who accompany them on different occasions, especially when they dine at restaurants. The waiter or waitress needs to determine whether friends, family, spouses, children or elders are accompanying their patrons. Servers need to attend to all different types of groups accordingly. For example, some elders may have special dietary requirements, so that servers should be mindful of adjustments to their order. Furthermore, if a group appears to be from an office or work setting, servers should discern through their body language whether they are in hurry or not in order to rush the food from the kitchen. If a boyfriend and girlfriend are dining together, they might prefer a romantic atmosphere without much interference. Servers can suggest signature dishes or any promotion on a particular day. Most of people like dining at restaurants with their friends where they will receive friendly service. No matter what mood they are in, restaurant patrons will somehow evaluate the way servers treat them, and then will give relevant tips.

### **6.3.3 Recommendations based on Alcohol Consumption**

Not all restaurant patrons order alcohol when they dine outside. Some of them may not order alcohol every time. When restaurant patrons order alcohol, such as a beer or a wine, the waiter or waitress might be required to visit their table very often in order to replace empty drinks in a timely fashion. In this case, servers have a good opportunity to receive tips. Servers should draw a happy face and be friendly when they serve alcohol. A waitress could wear a flower in their hair to appear more attractive, which may improve her chances of receiving a tip. For a waiter, it is



important to pose a friendly and patient face when they serve.

#### **6.3.4 Recommendations based on Payment Method**

Most restaurant patrons prefer to pay cash rather than use credit card or cheque. For some restaurants where do not provide a tip box, they should use small baskets or simply a tray to give back change or the bill to customers. This could allow customers to leave cash behind in the basket as a tip. If restaurant patrons use credit cards, restaurant could print a bill with a blank place where restaurant patrons could write tip amount after the total amount of meals. This means restaurant patrons could either tip through credit cards or give cash directly.

#### **6.3.5 Recommendations based on Status**

International tourists should have some idea about tipping practices before they visit Thailand. Tourists hailing from countries with tipping customs normally continue the same trend even in Thailand. It will be a good model for other tourists. Although tipping gradually has been taken up as a social norm in Thailand, many local people do not belief in leaving tips. Therefore, it is necessary to introduce some basic knowledge of tipping into the tourism industry.

#### **6.3.6 Recommendations based on Region**

Restaurant patrons hailing from America or Europe have tipping customs in their home countries. They leave tips no matter where they are. This trend now becomes more and more popular. People in each country start to follow it. It is the way to know culture and custom in other countries, as well as to follow them. Hence, before visiting a country, tourists should get to know basic cultural system.

### **6.3.7 Recommendations based on Gender**

At present, gender discrimination has disappeared in most countries. Females own the same rights as males. Thus, there is no social rule that males should pay for the meal and/or leave a tip. Male or female, restaurant patrons can give tips based on their personal feelings and preferences. Therefore, restaurant servers could serve female patrons more friendly and warmer.

### **6.3.8 Recommendations based on Age**

In consumer behavior, age is one of the factors that could lead customers to make choices. While restaurant patrons may belong to varied age, they will give a different amount of tips based on their economic ability and the type of restaurant.

### **6.3.9 Recommendations for Restaurant Managers**

Restaurant managers need to pay attention to the hypotheses testing results in Chapter 5. Meanwhile, managers should be educated on the results and know how to share results with employees in order to help employees increase their tips. It is important to share these results among the restaurant industry so that the employees' service standard, patrons' satisfaction and restaurant sales can improve.

Based on finding in Chapter 5, the majority of respondents consider tipping as ways to evaluate friendly service, excellent food and prompt delivery of main course. Therefore, managers are responsible to train their employees in ways that help to reach the standard services. Before training employees, managers should share information with employees; they should tell them the reason why they conduct this kind of training and what kind of benefits that employees could receive in their future

career.

Some respondents consider giving tips to servers because servers either write ‘thank you’ or draw a happy face on the receipt; servers who repeat orders and make more visits to patrons’ table also may receive larger tips. These indicated the importance of servers’ friendly attitude and warm behavior, which could indirectly help them fetch higher tips. Thus, managers should monitor employees’ behavior and attitude, especially the moral behavior that how to treat difficult patrons in a respectful way.

Chapter 5 also showed that if patrons consider the atmosphere at its best for this restaurant, they are more likely to tip. Therefore, managers could reconstruct, rearrange or redecorate for their restaurant based on their current economic situations and as well as their future prospects.

#### **6.3.10 Recommendations to TAT**

The information on Thailand tipping customs on the Internet is ambiguous. Perhaps, it causes some tourists to feel unclear about tips when they prepare to visit Thailand. Hence, TAT, the Tourism Authority of Thailand, should give more clear instructions about tipping norms and applicable service charges in Thailand on their website. Meanwhile, informing local residents about giving tips to employees in the tourism industry will be useful to employees serving tourists directly. Even if the local people do not have this custom to give tips, at least they will have some understanding and mental preparation before leaving tips in Thailand.

#### 6.4 Further Studies

The current study concentrated on patrons' tipping behavior at restaurants located at Siam Paragon and CentralWorld, in Bangkok, Thailand, the two main department stores in the Central Business District. Therefore, it could be worth paying more attention to localities in Bangkok or other cities in Thailand. This study only investigated the restaurant patrons' tipping behavior. Future researchers could study people giving tips in specific hospitality areas, such as hotels, spas, or golf courses. Moreover, from customer point of view, it is interesting to compare tipping behavior based on different cultural backgrounds in Thailand. It is necessary to explore and analyze the relationship between received tips and service quality, as well as how managers use tips as a motivation to improve work performance of employees.

It is absolutely worth spreading the word about the importance of tipping in the tourism industry. It is not only a social norm, but also a special way to reward those who work in the service industry. Future findings and implications can be very useful towards the further development and improvement of tipping systems in other countries.



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## APPENDIX A – ENGLISH VERSION

### Questionnaire

#### Restaurant Patrons' Tipping Behavior



Dear Respondents:

This questionnaire is designed for a research study in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management at the Graduate School of Business, Assumption University, Thailand. It is developed for the purpose of education only and the information will be treated with high confidentiality. Please spend a few minutes to respond to the following questionnaire. Thank you for your kind assistance!

**Do you tip?** If 1) Yes, please continue 2) No, please stop and thank you

---

#### Part I: General Information

Please indicate your answer, by marking (✓) with only one option for the following questions:

1. Which meal do you prefer when dining at the restaurant?

- |              |                  |
|--------------|------------------|
| 1) Breakfast | 2) Lunch         |
| 3) Supper    | 4) Afternoon tea |
| 5) Dinner    |                  |

2. What is your dining preference?

- 1) Dine at the restaurant
- 2) Take out
- 3) Delivery

3. Usually, including you, how many people dine with you?

- 1) Alone
- 2) 2 persons
- 3) 3-5 persons
- 4) 6-8 persons
- 5) More than 8 persons

4. What day do you prefer to have your meal at a restaurant?

- 1) Weekdays
- 2) Weekends
- 3) Festival holidays
- 4) Long holidays
- 5) Special occasions

5. Which type of restaurant do you prefer to go?

- 1) Fine dining (have dress code)
- 2) Casual dining(e.g. Wine I Love)
- 3) Fast food (e.g. KFC)
- 4) Fast casual dining(e.g. Hot pot)
- 5) Cafe
- 6) Pub

6. How often do you eat outside in a normal week?

- 1) Once
- 2) 2-3 times
- 3) 4-5 times
- 4) More than 5 times

7. Who normally accompany you, when you dine at restaurant?

- 1) Family members
- 2) Friends
- 3) Colleagues
- 4) Boy/girl friend
- 5) Spouse
- 6) Alone

8. Do you order alcohol when you dine at restaurant?

1) Yes

2) Sometimes

3) No

9. Which manner of payment way do you prefer to pay the bill?

1) Cash

2) Credit-card

3) Cheque

10. Reason to give a tip

1) To buy social approval

2) Server will treat me 'special'

3) A means of helping others

4) It is both a social norm and a means of rewarding

11. Normally, who amongst the following do you prefer to give tips to?

Please tick (✓) ONE

1= always tip

2= sometimes tip

3= do not tip

4= not applicable

Occupation	1	2	3	4
Restaurant Servers				
Bartenders				
Taxi Drivers				
Parking Valets				
Luggage Handlers at Hotel				
Luggage Handlers at Airport				
Chambermaids (House Keeping)				
Door Men/Women				
Musicians at Club/Restaurant				
Tour Guides				
Opera House Ushers/Theater				
Golf Caddies				

12. Should tipping be replaced with inclusive service charge?

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13. Should organizations pay servers higher wages so that they will not be dependent on tips?

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## Part II: Restaurant Patrons' Tipping Behavior

Please tick (✓) ONE best that conveys your practice and tip behavior at a restaurant, where

5= strongly agree, 4= agree, 3= neutral, 2= disagree, 1= strongly disagree.

Statements		5	4	3	2	1
14.	I tip as a way to evaluate "Friendly service"					
15.	I tip when server is greeting me					
16.	I tip when server is introducing themselves					
17.	I tip when server is smiling at me					
18.	I tip when server is writing "thank you" or drawing a happy face to me					
19.	I tip when server is repeating my orders					
20.	I tip when server is casually touching me					
21.	I tip when server makes good suggestions					
22.	I tip as a way to evaluate "Excellent food"					
23.	I tip as a way to evaluate "Prompt delivery of main course"					
24.	I tip if waiters or waitresses are attractive					



25.	I tip when server makes more visits to my table					
26.	I tip if it is an expensive restaurant					
27.	I tip when I think the atmosphere is at its best					
28.	Even when I'm in a bad mood, I try to give tip					
29.	I tip for fear of disapproval					

### Part III: Personal Information

Please indicate your answer, by marking (✓) with only one option for the following questions:

30. I am a/an

- 1) International Tourist
- 2) Local Resident
- 3) Domestic Tourist

31. Where you are from

- 1) Europe
- 2) America
- 3) Asia
- 4) Africa
- 5) Australia

32. Gender

- 1) Male
- 2) Female

33. Age (years)

- 1) 18-19
- 2) 20-29
- 3) 30-39
- 4) 40-49
- 5) Above 50

## APPENDIX B – THAI VERSION

### แบบสอบถาม

### พฤติกรรมในการให้ทิป



ถึงผู้ตอบแบบสอบถาม

แบบสอบถามฉบับนี้จัดทำโดย นักศึกษา หลักสูตรศิลปศาสตรมหาบัณฑิต (การจัดการท่องเที่ยว ระดับปริญญาโท) มหาวิทยาลัยอัสสัมชัญ ประเทศไทย เพื่อการทำวิทยานิพนธ์ ข้อมูลแบบสอบถามนี้จะเป็นอย่างยิ่งในด้านการศึกษา โดยข้อมูลจะถูกเก็บเป็นความลับและมีวัตถุประสงค์ใช้ในการศึกษาเท่านั้น ขอขอบคุณทุกท่านที่เสียสละเวลาและให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้

คุณให้ทิปหรือไม่?

ถ้า ☐ ใช่, กรุณาทำแบบสอบถามต่อ ☐ ไม่ใช่, กรุณาไม่ต้องทำต่อ ขอขอบคุณ

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ส่วนที่ 1: ข้อมูลทั่วไป

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน ☐ ตรงตามความเป็นจริง

1. ประเภทของมื้ออาหารที่ท่านนิยมรับประทานนอกบ้านมากที่สุด

☐ อาหารเช้า

☐ อาหารกลางวัน

☐ อาหารค่ำ/ก่อนนอน

☐ ดื่มชาตอนบ่าย

☐ อาหารเย็น

2. ท่านมักเลือกรับประทานอาหารในรูปแบบใด

☐ ร้านอาหาร

☐ ซื้อมากลับบ้าน

☐ โทรับ

3. จำนวนผู้ร่วมรับประทานอาหารในหนึ่งมื้อ รวมตัวท่านด้วย

☐ รับประทานอาหารคนเดียว

☐ 2 คน

☐ 3-5 คน

☐ 6-8 คน

☐ มากกว่า 8 คน

4. ในโอกาสใดที่ท่านเลือกรับประทานอาหารนอกบ้าน

☐ วันธรรมดา

☐ วันหยุดสุดสัปดาห์

☐ เทศกาล

☐ วันหยุดยาว

☐ วันพิเศษ

5. ประเภทของร้านอาหารที่ท่านใช้บริการ

☐ ภัตตาคารหรู

☐ ร้านอาหารระดับกลาง/ร้านอาหารทั่วไป

☐ ร้านอาหารจานด่วน

☐ ร้านอาหารตามสั่ง

☐ คาเฟ่

☐ ผับ

6. ท่านรับประทานอาหารนอกบ้านบ่อยแค่ไหนในหนึ่งสัปดาห์

☐ หนึ่งครั้ง

☐ 2-3 ครั้ง

☐ 4-5 ครั้ง

☐ มากกว่า 5 ครั้ง

7. ท่านมักรับประทานอาหารนอกบ้านกับใคร

☐ สมาชิกในครอบครัว

☐ เพื่อน

☐ เพื่อนร่วมงาน

☐ แฟน

☐ คู่สมรส

☐ คนเดียว

8. ท่านสั่งแอลกอฮอล์เมื่อรับประทานอาหารนอกบ้านหรือไม่

☐ ใช่

☐ บางครั้ง

☐ ไม่ใช่

9. ท่านชำระค่าบริการรูปแบบใด

☐ เงินสด

☐ บัตรเครดิต

☐ เช็ค

10. เหตุผลที่ท่านให้ทิป

☐ เพื่อการยอมรับในสังคม

☐ เป็นการให้รางวัลสำหรับผู้ให้บริการดี

☐ เป็นการช่วยเหลือผู้อื่น

☐ เป็นทั้งบรรทัดฐานทางสังคมและการให้รางวัลผู้ให้บริการ

11. คำชี้แจง โดยปกติคุณมักจะให้ทิปกับอาชีพใดบ้าง

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงตามความคิดเห็นของท่านมากที่สุด

1= ให้ทิปทุกครั้ง

2= ให้ทิปบางครั้ง

3= ไม่เคยให้ทิป

4= ไม่เคยใช้บริการ

อาชีพ	1	2	3	4
พนักงานเสิร์ฟ				
บาร์เทนเดอร์				
พนักงานขับรถแท็กซี่				
พนักงานโบกรถ				
พนักงานขนย้ายกระเป๋าในโรงแรม				
พนักงานขนย้ายกระเป๋าที่สนามบิน				
แม่บ้าน/พนักงานทำความสะอาด				
พนักงานเปิด/ปิดประตู				
นักร้องในร้านอาหาร				

มัลลเทศก์/ไคด์นำเที่ยว				
ผู้นำทางในโรงภาพยนตร์/พนักงานต้อนรับหน้า โรงภาพยนตร์				
แคดดี้/พนักงานอำนวยความสะดวกในสนาม กอล์ฟ				

12. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการให้ทิปกับพนักงานแทนการจ่าย Service Charge (การคิดค่าบริการกับลูกค้าเพิ่ม นอกเหนือจากการขายผลิตภัณฑ์หรือบริการ) ในสถานประกอบการทางการท่องเที่ยว

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13. ท่านมีความคิดเห็นอย่างไรหากสถานประกอบการ(ร้านอาหาร หรือโรงแรม)จ่ายเงินเดือนพนักงานสูงขึ้น ดังนั้นพนักงานไม่ต้องให้ความสำคัญกับทิป

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## ส่วนที่ 2: พฤติกรรมในการให้ทิป

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงตามความคิดเห็นของท่านมากที่สุดเพียงหนึ่งข้อเท่านั้น

เหตุผลใดที่ท่านเลือกให้ทิปกับพนักงานผู้ให้บริการ

5=ให้ทิปแน่นอน, 4= อาจจะให้ทิป, 3= เฉยๆ, 2= มีโอกาสจะไม่ให้ทิป, 1=ไม่ให้ทิป

Statements		5	4	3	2	1
14.	ให้ทิปกับการบริการที่ดีเป็นกันเอง					
15.	ให้ทิปเมื่อพนักงานกล่าวต้อนรับทักทาย					
16.	ให้ทิปเมื่อพนักงานแนะนำตัวเอง					
17.	ให้ทิปเมื่อพนักงานยิ้มให้					
18.	ให้ทิปเมื่อมีการกล่าวขอบคุณ หรือ มีหน้าตาอึดอัด					
19.	ให้ทิปเมื่อพนักงานทวนรายการอาหารที่สั่ง					
20.	ให้ทิปเมื่อพนักงานถูกเนื้อตัว					
21.	ให้ทิปเมื่อมีการให้คำแนะนำเกี่ยวกับบริการ					
22.	ให้ทิปเนื่องจากรสชาติอาหารที่ดี					
23.	ให้ทิปเนื่องจากมีความพร้อมในการให้บริการอาหาร					
24.	ให้ทิปเมื่อพนักงานมีบุคลิกที่ดี มีเสน่ห์					
25.	ให้ทิปเมื่อพนักงานสรีรภาพให้บริการที่สะอาดอาหารบ่อย					
26.	ให้ทิปในร้านอาหารที่มีราคาแพง					
27.	ให้ทิปในร้านอาหารที่มีบรรยากาศดี					
28.	ถึงแม้ว่าท่านจะอารมณ์ไม่ดีท่านยังคงให้ทิป					

29.	ให้ทิปเนื่องจากกลัวผู้อื่นจะมองไม่ดี					
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ส่วนที่ 3: ข้อมูลเกี่ยวกับปัจจัยส่วนบุคคลของผู้ตอบแบบสอบถาม

โปรดทำเครื่องหมาย ✓ ตามความเป็นจริงเกี่ยวกับตัวท่าน

30. คุณคือ

☐ นักท่องเที่ยวชาวต่างชาติ

☐ คนท้องถิ่น

☐ นักท่องเที่ยวชาวไทย

31. มาจากภูมิภาคใด

☐ ยุโรป

☐ อเมริกา

☐ เอเชีย

☐ แอฟริกา

☐ ออสเตรเลีย

32. เพศ

☐ ชาย

☐ หญิง

33. อายุ(ปี)

☐ 18-19

☐ 20-29

☐ 30-39

☐ 40-49

☐ 50 ปี หรือมากกว่า

## APPENDIX C

### Multiple Comparisons

#### Restaurant Patrons' Tipping Behavior – Accompany Type

#### Multiple Comparisons

LSD

Dependent Variable	(I) Q7 Who normally accompany you, when you dine at restaurant?	(J) Q7 Who normally accompany you, when you dine at restaurant?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q14 I tip as a way to evaluate 'Friendly service'	Family members	Friends	.212	.130	.104	-.04	.47
		Colleagues	.492*	.184	.008	.13	.85
		Boy/girl friend	-.214	.161	.185	-.53	.10
		Spouse	-.222	.244	.363	-.70	.26
		Alone	.479	.255	.061	-.02	.98
	Friends	Family members	-.212	.130	.104	-.47	.04
		Colleagues	.279	.159	.080	-.03	.59
		Boy/girl friend	-.427*	.133	.001	-.69	-.17
		Spouse	-.435	.226	.055	-.88	.01
		Alone	.267	.238	.264	-.20	.74
	Colleagues	Family members	-.492*	.184	.008	-.85	-.13
		Friends	-.279	.159	.080	-.59	.03
		Boy/girl friend	-.706*	.185	.000	-1.07	-.34
		Spouse	-.714*	.260	.006	-1.23	-.20
		Alone	-.013	.271	.963	-.55	.52

	Boy/girl friend	Family members	.214	.161	.185	-.10	.53
		Friends	.427*	.133	.001	.17	.69
		Colleagues	.706*	.185	.000	.34	1.07
		Spouse	-.008	.245	.974	-.49	.47
		Alone	.693*	.257	.007	.19	1.20
	Spouse	Family members	.222	.244	.363	-.26	.70
		Friends	.435	.226	.055	.00	.88
		Colleagues	.714*	.260	.006	.20	1.23
		Boy/girl friend	.008	.245	.974	-.47	.49
		Alone	.701*	.315	.027	.08	1.32
	Alone	Family members	-.479	.255	.061	-.98	.02
		Friends	-.267	.238	.264	-.74	.20
		Colleagues	.013	.271	.963	-.52	.55
		Boy/girl friend	-.693*	.257	.007	-1.20	-.19
		Spouse	-.701*	.315	.027	-1.32	-.08
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Family members	Friends	.256	.135	.059	.00	.52
		Colleagues	.486*	.191	.011	.11	.86
		Boy/girl friend	.338*	.168	.044	.01	.67
		Spouse	.616*	.253	.015	.12	1.11
		Alone	.561*	.265	.035	.04	1.08
	Friends	Family members	-.256	.135	.059	-.52	.01
		Colleagues	.230	.165	.165	-.09	.55
		Boy/girl friend	.082	.138	.550	-.19	.35
		Spouse	.360	.234	.125	-.10	.82
		Alone	.305	.247	.219	-.18	.79
	Colleagues	Family members	-.486*	.191	.011	-.86	-.11

		Friends	-.230	.165	.165	-.55	.09
		Boy/girl friend	-.147	.192	.444	-.53	.23
		Spouse	.131	.270	.629	-.40	.66
		Alone	.075	.281	.790	-.48	.63
	Boy/girl friend	Family members	-.338*	.168	.044	-.67	.00
		Friends	-.082	.138	.550	-.35	.19
		Colleagues	.147	.192	.444	-.23	.53
		Spouse	.278	.254	.275	-.22	.78
		Alone	.222	.266	.405	-.30	.75
	Spouse	Family members	-.616*	.253	.015	-1.11	-.12
		Friends	-.360	.234	.125	-.82	.10
		Colleagues	-.131	.270	.629	-.66	.40
		Boy/girl friend	-.278	.254	.275	-.78	.22
		Alone	-.056	.327	.865	-.70	.59
	Alone	Family members	-.561*	.265	.035	-1.08	-.04
		Friends	-.305	.247	.219	-.79	.18
		Colleagues	-.075	.281	.790	-.63	.48
		Boy/girl friend	-.222	.266	.405	-.75	.30
		Spouse	.056	.327	.865	-.59	.70
Q28 Even when I'm in a bad mood, I try to give tip	Family members	Friends	.289	.164	.079	-.03	.61
		Colleagues	.446	.231	.054	.00	.90
		Boy/girl friend	.105	.203	.605	-.29	.50
		Spouse	-.490	.307	.111	-1.09	.11
		Alone	.121	.322	.706	-.51	.75
	Friends	Family members	-.289	.164	.079	-.61	.03
		Colleagues	.157	.200	.432	-.24	.55
		Boy/girl friend	-.183	.167	.273	-.51	.14



			Spouse	-.779*	.284	.006	-1.34	-.22
			Alone	-.168	.300	.577	-.76	.42
	Colleagues	Family members		-.446	.231	.054	-.90	.01
		Friends		-.157	.200	.432	-.55	.24
		Boy/girl friend		-.341	.233	.145	-.80	.12
		Spouse		-.936*	.327	.004	-1.58	-.29
		Alone		-.325	.341	.342	-1.00	.35
	Boy/girl friend	Family members		-.105	.203	.605	-.50	.29
			Friends	.183	.167	.273	-.14	.51
			Colleagues	.341	.233	.145	-.12	.80
			Spouse	-.595	.308	.054	-1.20	.01
			Alone	.016	.323	.961	-.62	.65
	Spouse	Family members		.490	.307	.111	-.11	1.09
		Friends		.779*	.284	.006	.22	1.34
		Colleagues		.936*	.327	.004	.29	1.58
		Boy/girl friend		.595	.308	.054	-.01	1.20
		Alone		.611	.396	.124	-.17	1.39
	Alone	Family members		-.121	.322	.706	-.75	.51
			Friends	.168	.300	.577	-.42	.76
			Colleagues	.325	.341	.342	-.35	1.00
			Boy/girl friend	-.016	.323	.961	-.65	.62
			Spouse	-.611	.396	.124	-1.39	.17
Q29 I tip for fear of disapproval	Family members	Friends		.133	.147	.364	-.16	.42
		Colleagues		.267	.207	.196	-.14	.67
		Boy/girl friend		.536*	.182	.003	.18	.89
		Spouse		-.369	.274	.180	-.91	.17
		Alone		.055	.287	.849	-.51	.62

Friends	Family members	-.133	.147	.364	-.42	.16
	Colleagues	.134	.179	.454	-.22	.49
	Boy/girl friend	.403*	.149	.007	.11	.70
	Spouse	-.502*	.254	.049	-1.00	.00
	Alone	-.078	.268	.770	-.61	.45
Colleagues	Family members	-.267	.207	.196	-.67	.14
	Friends	-.134	.179	.454	-.49	.22
	Boy/girl friend	.269	.208	.198	-.14	.68
	Spouse	-.636*	.293	.030	-1.21	-.06
	Alone	-.212	.305	.486	-.81	.39
Boy/girl friend	Family members	-.536*	.182	.003	-.89	-.18
	Friends	-.403*	.149	.007	-.70	-.11
	Colleagues	-.269	.208	.198	-.68	.14
	Spouse	-.905*	.276	.001	-1.45	-.36
	Alone	-.481	.289	.096	-1.05	.09
Spouse	Family members	.369	.274	.180	-.17	.91
	Friends	.502*	.254	.049	.00	1.00
	Colleagues	.636*	.293	.030	.06	1.21
	Boy/girl friend	.905*	.276	.001	.36	1.45
	Alone	.424	.354	.233	-.27	1.12
Alone	Family members	-.055	.287	.849	-.62	.51
	Friends	.078	.268	.770	-.45	.61
	Colleagues	.212	.305	.486	-.39	.81
	Boy/girl friend	.481	.289	.096	-.09	1.05
	Spouse	-.424	.354	.233	-1.12	.27

\*. The mean difference is significant at the 0.05 level.

## Restaurant Patrons' Tipping Behavior – Alcohol Consumption

### Multiple Comparisons

LSD

Dependent Variable	(I) Q8 Do you order alcohol when you dine at restaurant?	(J) Q8 Do you order alcohol when you dine at restaurant?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Yes	Sometimes	-.008	.149	.955	-.30	.28
		No	.263	.153	.088	-.04	.56
	Sometimes	Yes	.008	.149	.955	-.28	.30
		No	.271*	.108	.013	.06	.48
	No	Yes	-.263	.153	.088	-.56	.04
		Sometimes	-.271*	.108	.013	-.48	-.06
Q20 I tip when server is casually touching me	Yes	Sometimes	.439*	.154	.005	.14	.74
		No	.418*	.158	.009	.11	.73
	Sometimes	Yes	-.439*	.154	.005	-.74	-.14
		No	-.021	.112	.851	-.24	.20
	No	Yes	-.418*	.158	.009	-.73	-.11
		Sometimes	.021	.112	.851	-.20	.24
Q24 I tip if waiters or waitresses are attractive	Yes	Sometimes	.198	.162	.221	-.12	.52
		No	.392*	.166	.019	.06	.72
	Sometimes	Yes	-.198	.162	.221	-.52	.12
		No	.193	.117	.100	-.04	.42
	No	Yes	-.392*	.166	.019	-.72	-.06
		Sometimes	-.193	.117	.100	-.42	.04

\*. The mean difference is significant at the 0.05 level.

## Restaurant Patrons' Tipping Behavior – Payment Method

### Multiple Comparisons

LSD

Dependent Variable	(I) Q9 Which manner of payment way do you prefer to pay the bill?	(J) Q9 Which manner of payment way do you prefer to pay the bill?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q16 I tip when server is introducing themselves	Cash	Credit-card	-.294*	.096	.002	-.48	-.10
		Cheque	-.575	.385	.136	-1.33	.18
	Credit-card	Cash	.294*	.096	.002	.10	.48
		Cheque	-.281	.388	.469	-1.04	.48
	Cheque	Cash	.575	.385	.136	-.18	1.33
		Credit-card	.281	.388	.469	-.48	1.04
Q19 I tip when server is repeating my orders	Cash	Credit-card	-.244*	.107	.023	-.45	-.03
		Cheque	-.617	.428	.150	-1.46	.22
	Credit-card	Cash	.244*	.107	.023	.03	.45
		Cheque	-.372	.431	.388	-1.22	.47
	Cheque	Cash	.617	.428	.150	-.22	1.46
		Credit-card	.372	.431	.388	-.47	1.22
Q25 I tip when server makes more visits to my table	Cash	Credit-card	-.328*	.105	.002	-.54	-.12
		Cheque	-.300	.421	.477	-1.13	.53
	Credit-card	Cash	.328*	.105	.002	.12	.54
		Cheque	.028	.424	.947	-.81	.86
	Cheque	Cash	.300	.421	.477	-.53	1.13
		Credit-card	-.028	.424	.947	-.86	.81
Q26 I tip if it is an expensive restaurant	Cash	Credit-card	-.357*	.116	.002	-.58	-.13
		Cheque	-.013	.465	.979	-.93	.90
	Credit-card	Cash	.357*	.116	.002	.13	.58
		Cheque	.344	.468	.462	-.58	1.26
	Cheque	Cash	.013	.465	.979	-.90	.93
		Credit-card	-.344	.468	.462	-1.26	.58

Q28 Even when I'm in a bad mood, I try to give tip	Cash	Credit-card	-.396*	.119	.001	-.63	-.16
		Cheque	-.221	.476	.643	-1.16	.71
	Credit-card	Cash	.396*	.119	.001	.16	.63
		Cheque	.175	.479	.714	-.77	1.12
	Cheque	Cash	.221	.476	.643	-.71	1.16
		Credit-card	-.175	.479	.714	-1.12	.77

\*. The mean difference is significant at the 0.05 level.

### Restaurant Patrons' Tipping Behavior – Status

#### Multiple Comparisons

LSD

Dependent Variable	(I) Q30 I am a/an	(J) Q30 I am a/an	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q22 I tip as a way to evaluate 'Excellent food'	International tourist	Local resident	-.266*	.099	.008	-.46	-.07
		Domestic tourist	-.195	.186	.294	-.56	.17
	Local resident	International tourist	.266*	.099	.008	.07	.46
		Domestic tourist	.071	.188	.707	-.30	.44
	Domestic tourist	International tourist	.195	.186	.294	-.17	.56
		Local resident	-.071	.188	.707	-.44	.30

\*. The mean difference is significant at the 0.05 level.



# Restaurant Patrons' Tipping Behavior – Region

## Multiple Comparisons

LSD

Dependent Variable	(I) Q31 Where you are from	(J) Q31 Where you are from	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q17 I tip when server is smiling at me	Europe	America	-.215	.242	.375	-.69	.26
		Asia	.285	.197	.149	-.10	.67
		Africa	.596	.519	.251	-.42	1.62
		Australia	.679	.589	.249	-.48	1.84
	America	Europe	.215	.242	.375	-.26	.69
		Asia	.500*	.160	.002	.19	.81
		Africa	.811	.506	.110	-.18	1.81
		Australia	.894	.577	.122	-.24	2.03
	Asia	Europe	-.285	.197	.149	-.67	.10
		America	-.500*	.160	.002	-.81	-.19
		Africa	.311	.486	.522	-.64	1.27
		Australia	.395	.560	.481	-.71	1.50
	Africa	Europe	-.596	.519	.251	-1.62	.42
		America	-.811	.506	.110	-1.81	.18
		Asia	-.311	.486	.522	-1.27	.64
		Australia	.083	.737	.910	-1.37	1.53
	Australia	Europe	-.679	.589	.249	-1.84	.48
		America	-.894	.577	.122	-2.03	.24
		Asia	-.395	.560	.481	-1.50	.71
		Africa	-.083	.737	.910	-1.53	1.37
Q25 I tip when server makes more visits to my table	Europe	America	-.194	.254	.444	-.69	.30
		Asia	.331	.206	.110	-.07	.74
		Africa	1.269*	.543	.020	.20	2.34
		Australia	1.269*	.617	.040	.06	2.48
	America	Europe	.194	.254	.444	-.30	.69
		Asia	.525*	.168	.002	.20	.85
		Africa	1.463*	.530	.006	.42	2.51

		Australia	1.463*	.605	.016	.27	2.65	
	Asia	Europe	-.331	.206	.110	-.74	.07	
		America	-.525*	.168	.002	-.85	-.20	
		Africa	.939	.509	.066	-.06	1.94	
		Australia	.939	.587	.110	-.21	2.09	
	Africa	Europe	-1.269*	.543	.020	-2.34	-.20	
		America	-1.463*	.530	.006	-2.51	-.42	
		Asia	-.939	.509	.066	-1.94	.06	
		Australia	.000	.772	1.000	-1.52	1.52	
	Australia	Europe	-1.269*	.617	.040	-2.48	-.06	
		America	-1.463*	.605	.016	-2.65	-.27	
		Asia	-.939	.587	.110	-2.09	.21	
		Africa	.000	.772	1.000	-1.52	1.52	
Q26 I tip if it is an expensive restaurant		America	.424	.280	.131	-.13	.97	
		Asia	.613*	.228	.007	.16	1.06	
		Africa	2.192*	.600	.000	1.01	3.37	
		Australia	.359	.681	.599	-.98	1.70	
		America	Europe	-.424	.280	.131	-.97	.13
			Asia	.189	.185	.309	-.18	.55
			Africa	1.768*	.585	.003	.62	2.92
			Australia	-.065	.668	.923	-1.38	1.25
		Asia	Europe	-.613*	.228	.007	-1.06	-.16
			America	-.189	.185	.309	-.55	.18
			Africa	1.580*	.562	.005	.47	2.68
			Australia	-.254	.648	.696	-1.53	1.02
		Africa	Europe	-2.192*	.600	.000	-3.37	-1.01
			America	-1.768*	.585	.003	-2.92	-.62
			Asia	-1.580*	.562	.005	-2.68	-.47
			Australia	-1.833*	.853	.032	-3.51	-.16
		Australia	Europe	-.359	.681	.599	-1.70	.98
			America	.065	.668	.923	-1.25	1.38
			Asia	.254	.648	.696	-1.02	1.53
			Africa	1.833*	.853	.032	.16	3.51
Q27 I tip when I	Europe	America	.505*	.252	.046	.01	1.00	

think the atmosphere is at its best	Asia		.423*	.205	.039	.02	.82
	Africa		1.346*	.539	.013	.29	2.41
	Australia		-.487	.612	.426	-1.69	.72
	America	Europe	-.505*	.252	.046	-1.00	-.01
		Asia	-.082	.166	.623	-.41	.25
		Africa	.841	.526	.110	-.19	1.88
		Australia	-.992	.600	.099	-2.17	.19
	Asia	Europe	-.423*	.205	.039	-.82	-.02
		America	.082	.166	.623	-.25	.41
		Africa	.923	.505	.068	-.07	1.92
		Australia	-.910	.582	.119	-2.05	.23
	Africa	Europe	-1.346*	.539	.013	-2.41	-.29
		America	-.841	.526	.110	-1.88	.19
		Asia	-.923	.505	.068	-1.92	.07
		Australia	-1.833*	.767	.017	-3.34	-.33
	Australia	Europe	.487	.612	.426	-.72	1.69
		America	.992	.600	.099	-.19	2.17
		Asia	.910	.582	.119	-.23	2.05
		Africa	1.833*	.767	.017	.33	3.34
Q28 Even when I'm in a bad mood, I try to give tip	Europe	America	-.320	.288	.267	-.89	.25
		Asia	.355	.234	.130	-.11	.82
		Africa	.192	.617	.755	-1.02	1.41
		Australia	-.141	.701	.841	-1.52	1.24
	America	Europe	-.320	.288	.267	-.25	.89
		Asia	.675*	.190	.000	.30	1.05
		Africa	.512	.602	.395	-.67	1.70
		Australia	.179	.687	.795	-1.17	1.53
	Asia	Europe	-.355	.234	.130	-.82	.11
		America	-.675*	.190	.000	-1.05	-.30
		Africa	-.163	.578	.779	-1.30	.97
		Australia	-.496	.666	.457	-1.81	.81
	Africa	Europe	-.192	.617	.755	-1.41	1.02
		America	-.512	.602	.395	-1.70	.67
		Asia	.163	.578	.779	-.97	1.30

Australia	-.333	.877	.704	-2.06	1.39
Australia Europe	.141	.701	.841	-1.24	1.52
America	-.179	.687	.795	-1.53	1.17
Asia	.496	.666	.457	-.81	1.81
Africa	.333	.877	.704	-1.39	2.06

\*. The mean difference is significant at the 0.05 level.

### Restaurant Patrons' Tipping Behavior – Age

LSD

Dependent Variable	(I) Q33 Age (years)	(J) Q33 Age (years)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q26 I tip if it is an expensive restaurant	18-19	20-29	-.431	.250	.086	-.92	.06
		30-39	-.749*	.270	.006	-1.28	-.22
		40-49	-.484	.329	.143	-1.13	.16
		Above 50	-.739*	.370	.047	-1.47	-.01
	20-29	18-19	.431	.250	.086	-.06	.92
		30-39	-.319*	.142	.026	-.60	-.04
		40-49	-.053	.236	.822	-.52	.41
		Above 50	-.308	.290	.289	-.88	.26
	30-39	18-19	.749*	.270	.006	.22	1.28
		20-29	.319*	.142	.026	.04	.60
		40-49	.266	.257	.302	-.24	.77
		Above 50	.011	.307	.973	-.59	.62
	40-49	18-19	.484	.329	.143	-.16	1.13
		20-29	.053	.236	.822	-.41	.52
		30-39	-.266	.257	.302	-.77	.24
		Above 50	-.255	.361	.480	-.96	.45
	Above 50	18-19	.739*	.370	.047	.01	1.47
		20-29	.308	.290	.289	-.26	.88
		30-39	-.011	.307	.973	-.62	.59
		40-49	.255	.361	.480	-.45	.96

\*. The mean difference is significant at the 0.05 level.

## T-Test

### Restaurant Patrons' Tipping Behavior – Gender

#### Group Statistics

	Q32 Gender	N	Mean	Std. Deviation	Std. Error Mean
Q14 I tip as a way to evaluate 'Friendly service'	Male	182	3.97	.989	.073
	Female	218	4.09	.891	.060
Q15 I tip when server is greeting me	Male	182	3.15	1.125	.083
	Female	218	3.31	1.000	.068
Q16 I tip when server is introducing themselves	Male	182	2.84	.989	.073
	Female	218	2.92	.902	.061
Q17 I tip when server is smiling at me	Male	182	3.04	.974	.072
	Female	218	3.19	.974	.066
Q18 I tip when server is writing 'thank you' or drawing a happy face to me	Male	182	3.04	1.016	.075
	Female	218	3.30	.973	.066
Q19 I tip when server is repeating my orders	Male	182	2.68	1.051	.078
	Female	218	2.94	1.021	.069
Q20 I tip when server is casually touching me	Male	182	2.80	1.053	.078
	Female	218	2.78	1.020	.069
Q21 I tip when server makes good suggestions	Male	182	3.46	.950	.070
	Female	218	3.49	.985	.067
Q22 I tip as a way to evaluate 'Excellent food'	Male	182	3.47	1.023	.076
	Female	218	3.58	.893	.060
Q23 I tip as a way to evaluate 'Prompt delivery of main course'	Male	182	3.21	1.019	.076
	Female	218	3.34	.904	.061
Q24 I tip if waiters or waitresses are attractive	Male	182	3.13	1.079	.080
	Female	218	2.98	1.086	.074
Q25 I tip when server makes more visits to my table	Male	182	2.97	1.027	.076
	Female	218	3.02	1.034	.070
Q26 I tip if it is an	Male	182	3.12	1.150	.085



expensive restaurant	Female	218	3.13	1.125	.076
Q27 I tip when I think the atmosphere is at its best	Male	182	3.43	1.005	.074
	Female	218	3.44	1.020	.069
Q28 Even when I'm in a bad mood, I try to give tip	Male	182	2.93	1.183	.088
	Female	218	2.94	1.150	.078
Q29 I tip for fear of disapproval	Male	182	2.54	1.060	.079
	Female	218	2.61	1.033	.070



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