

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.

