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To tip or not to tip?

Professor Melville Saayman
Tourism Research in Economic Environs and Society
North-West University, Potchefstroom Campus
Private Bag X6001, Potchefstroom
2521 SOUTH AFRICA
E-mail: melville.saayman@nwu.ac.za

Abstract

Tipping is an important source of income for a variety of occupations in the hospitality and tourism industry. One such occupation is waitressing and although much research has been done, especially in America, very little has been done in African countries. The purpose of this paper is therefore to determine the reasons why people tip or do not tip, as well as which socio-demographic and behavioural variables have the greatest influence on tipping. A survey was conducted at restaurants during the Aardklop National Festival, where 400 questionnaires were distributed. Results have shown that the reasons why people tip are *financial, good service* and *social acceptability.* Results have also revealed that more behavioural than socio-demographic variables influence the tipping decision.

Keywords: Tipping, behaviour, restaurants, Aardklop National Arts festival, hospitality

INTRODUCTION

Tipping is not only a fascinating topic that is practised in many countries of the world, but it also impacts on millions of people's livelihoods. Research that was conducted in the US has revealed that 10% of the population eat at a restaurant and on an average month, it totals 58% of the population (Lynn, 2006). Miller (2010) adds that 3 million of the 4,7 million people who are employed in the food services sector earn at least a portion of their income from tipping, which amounts to more than $27 billion per year (Azar, 2009). If one were to add people in other occupations within the tourism and hospitality industry who also benefit to some extent from tipping, such as parking valets, car guards, taxi drivers, porters, tour guides, field guides, exotic dancers, musicians, doormen, barmen, delivery staff, golf caddies and other artists/performers, the economic impact and value of tipping becomes mind-boggling. It also begs for answers to questions such as: Why do people tip? What plays a role in the tipping decision? In this regard, Azar (2010) states that most research on the topic of tipping is done in the area of motivation and, specifically, the reason why people tip. However, Mkono (2011), who is one of few researchers in Africa who has conducted research on the topic of tipping practices, argues that these practices differ from country to country and from culture to culture, which necessitates a separate investigation for each country.

This paper will therefore not only look at the reasons why people tip, but also why some do not tip. In addition, the paper will also identify which socio-demographic and behavioural variables have the greatest influence on the tipping decision.

LITERATURE REVIEW

In the context of this research, it is important to understand what tipping is all about. Tipping can be defined as a "voluntary gift of money given in appreciation for service received and retained by the person giving the tip" (Brown & Rolle, 1991:76). This practice is commonly accepted and a highly evolved custom around the globe, and is also the livelihood of millions of people. Even though the motivation that drives tipping behaviour has been well researched, it remains a phenomenon that is little understood (Whaley *et al.,* 2014). What makes the act of tipping even more unique, is the fact that people tip through

choice rather than because they are ethically or legally bound to do so. An analysis of the literature shows that there are three categories or components that influence the tipping decision: firstly, the socio-demographic and behavioural aspects of the customer, then the server (waiter/waitress) and lastly external factors that have an influence (see Figure 1).

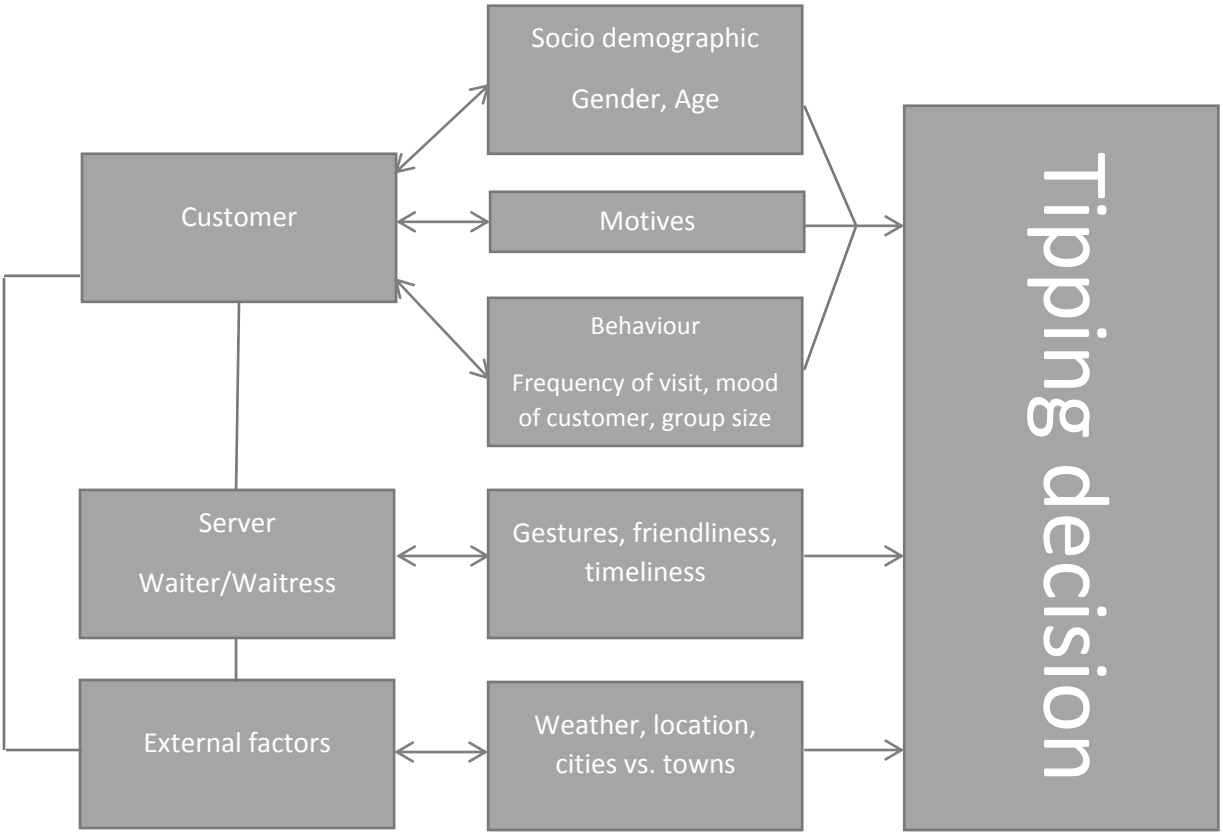

Figure 1: Aspects influencing the tipping decision

In terms of the customer, a review of the literature highlights several **motives** for tipping (Segrave, 1998; Whaley *et al.,* 2014). These motives include a reward for *good service delivery* and, at the same time, a guarantee for future service delivery (Azar, 2005; Bodvarson & Gibson, 1999; Lynn, 2003; Speer, 1997); the pressure to conform to societal approval and *status* (Azar, 2004, 2005, 2006, 2007b,c; Boyes *et al.,* 2006; Conlin *et al*., 2003; Crespi, 1947; Lynn, 2001; Lynn & Grassman, 1990; Shamir, 1983;; positive *feelings* such as pride (Lynn, 2006); building an *honest character* in the waiter (Lynn, 2006); *empathy* for service workers and a means of helping others (Lynn & Grassman, 1990; Speer, 1997); and supporting the *practice of tipping* (Lynn, 2006).

Socio-demographic variables that influence the tipping decision or behaviour were demonstrated in an article that was published by Bujisic *et al.* (2013), who revealed that the *gender* of the customer has an influence on tipping; men, compared to women, are more conceited about social status and how other people see or perceive them concerning the tip they leave. *Ethnicity* also plays a role in studies that were conducted in the U.S; Lynn (2004) has found that black customers, compared to white customers, prefer a flat rate. An interesting finding

was from a study that was conducted by Lynn *et al.* (2008), who found that both white and black customers tipped white waitresses more than male or black waiters.

In terms of **behavioural** variables, Lynn and McCall (2000) have found that the *size of the bill* has a significant influence on the tips. In addition, the *method of payment* has an influence; those paying with credit cards were easier convinced to tip than those paying in cash. Dining behaviour also has an influence on tipping; those who *dine out regularly or frequently* tip more often compared to those who dine out less (Lynn & McCall, 2000). In addition, the *mood* of the customers influences their motivation to tip. A study by Greenberg (2014) has added that when people are *on holiday,* they also tend to tip easier than when they are back at work.

Another important role player that influences customer's tipping behaviour is the **server** (waiter/waitress). Research has shown that enhancing interpersonal relationships such as drawing smiley faces or writing "thank you" notes, squatting next to the table, entertaining customers by telling jokes, repeating words when taking orders, addressing customers in a polite way, being friendly, touching customers, visiting the table regularly, introducing themselves, making frequent eye contact and giving compliments are all *gestures* that are used in order to convince visitors or customers to tip (Lynn, 2006; Whaley *et al.,* 2014).

The last aspect that plays an important role in tipping behaviour, according to the literature review, is **external factors**. In this regard, Crusco and Wentzel (1984), as well as Rind and Strohmetz (2001), have found that *good weather* (sunny days) has a positive impact on the decision to tip. In addition, the *size of the town* or city also has a positive impact on tips (Lynn & Thomas-Haybert, 2003; Garrity & Degelman, 1990; Rind & Strohmetz, 1999), as well as the *location* and whether the restaurant is elegant. This research therefore aims to expand on this topic.

RESEARCH METHOD

The survey

This exploratory research which, to the author's knowledge, has not previously been conducted in South Africa, was done by means of a structured questionnaire. The survey took place in the city of Potchefstroom at one of the largest national arts festivals in South Africa, namely Aardklop, during September 2013.This event was chosen because a large number of visitors also dine out during their stay at the festival. In addition, the festival offers visitors many dining opportunities, which made it more affordable to conduct the research amongst consumers or visitors in order to get a sense of their view on tipping as well as their dining behaviour. Previous research at the Aardklop National Arts Festival by Saayman and Saayman (2006) has shown that visitors spend a significant amount on restaurants and dining out during the festival.

The questionnaire was based on research that had been conducted by Lynn (2006) and Azar (2010), and consisted of three sections: Section A focussed on socio-demographic information such as gender, age, income, where they come from (place of origin) and occupation. Section B focussed on the aspects that influence tipping such as the waiters, restaurant and dining party. Section C assessed the reason why people tip and do not tip. The survey was conducted from 25-28 September 2013; ten restaurants that cover a variety of menus were selected. Fieldworkers then distributed ten questionnaires per day at each restaurant for four days. From the 400 that were distributed, 374 were used in the analysis.

Method

The data were captured in Microsoft Excel® and the variables were coded in the same program. Two distinct analyses were used in the paper, namely principal component analysis, and T-tests and ANOVAs. In order to reduce the statements of the last four independent variables that are listed in Table 1, each

set of statements were subjected to principal component analysis, using the SPSS software.

The Kaiser-Meyer-Olkin (KMO) measure of sample adequacy and Bartlett's test of sphericity were used to determine whether the data collection lends itself to be reduced, using principal component analysis (Field, 2009:658-659).

In all cases, the KMO is above 0.84 and Bartlett's test is significant at a 1% level of significance, indicating that all four groups of statements can be subjected to principal component analysis.

The number of factors that was extracted for each set of statements was based on Kaiser's criterion, i.e. factors with eigenvalues greater than unity. To improve interpretation of the various factors, oblique rotation was used in the analyses. Factor scores were calculated by using the Anderson-Rubin method, which led to uncorrelated and standard, normally distributed factor scores (i.e. mean value of zero) (Field, 2009:640-644, 635).

The results of the analyses have identified three factors with eigenvalues greater than unity that explained 60% of the variance in the reasons why people dine out. Based on the items that loaded onto the factors, they were named *status*, *gastronomy* and RESULTS

socialisation. Four factors with eigenvalues greater than one were identified and they explained 55% of the variance in the tipping decision. Based on the item loadings, they were named *restaurant attributes*, *hospitality and services*, *payment and bill* and *standardisation*. Three factors explained more than 65% of the variance in the reasons why people tip and these factors were named *financia*l reasons, *service* and *social acceptability*, based on the items that loaded onto each factor. Finally, two factors explained more than 65% of the variance in the reasons why people do not tip and these factors could be identified as *bad service* and *inessential*.

As indicated in the literature review, various socio-demographic (i.e. gender and income) and behavioural characteristics may have an influence on tipping behaviour and the decision to tip or not to tip. To explore these differences, an ANOVA and t-tests were conducted.

Since the ANOVA only identified whether there are differences, but not where the differences in means lie, the Bonferoni test for equality of means was also done to supplement the ANOVA results. All tests were completed by using IBM's SPSS® 2013.

Table 1: Reasons for dining out (factor analysis)

	Status	**Gastronomy**	**Socialisation**
The status associated with dining at the finest restaurants.	.878		
I consider myself to be a foodie.	.828		
To experience the culinary skill of a particular chef (i.e. Margot Janse at The Tasting Room).	.799		
Dining out is a celebration of culture and heritage.	.777		
Business reasons *(i.e. corporate lunch).*	.729		
To try the available specials.	.598		
It is part of my lifestyle.	.447		
Enjoying the food of a particular restaurant *(i.e. the Test Kitchen).*		.798	

To break away from my routine.		.783	
For convenience *(i.e. so that I do not have to make food).*		.691	
I enjoy great food.		.517	
I enjoy experiencing new food.		.503	
To try different restaurants.		.430	
Celebrating special occasions *(i.e. birthdays).*			.852
Meeting family and friends.			.820
To socialize.			.571
To relax.			.395
Mean values	**2.76**	**3.45**	**3.63**
Cronbach Alfa	**0.875**	**0.810**	**0.779**

Extraction method: Principal Component Analysis
Rotation method: Promax with Kaiser Normalization

The main reason or motives (see Table 1) why customers dine out is to *socialise* (3.63 mean value), which includes celebrating special occasions and meeting family and friends, followed by *gastronomy* (3.45), which includes statements such as to enjoy great food and for convenience. The third factor was labelled *status* (2.76) and includes statements such as the status associated with dining in fine dining restaurants and the persons considering themselves to be foodies.

Table 2: Tipping decision (factor analysis)

	Restaurant attributes	**Hospitality & service**	**Payment and bill**	**Standardisation**
The type of restaurant influences my tipping behaviour *(i.e. franchised v/s non-franchised).*	.846			
The location of the restaurant influences my tipping behaviour *(i.e. restaurants with a view).*	.842			
Good weather makes me tip more.	.832			
I tend to tip black waiters more than white waiters.	.772			
I tend to tip female waiters more than male waiters.	.745			
Soothing music playing at the restaurant makes me tip more.	.743			
My dining party/group composition.	.738			
The mood I am in greatly influences my tipping behaviour.	.677			
I tend to tip more after a few drinks.	.659			
When I am on holiday, I tend to tip more.	.643			
A more attractive waiter will receive a higher tip.	.588			
The greater the size of the dining party, the	.458			

less I tip.				
When paying with cash, I tip less.	.450			
The waiter's knowledge regarding the menu influences my tipping behaviour.		.788		
A more informative waiter receives a higher tip.		.751		
I will tip a lively waiter more.		.746		
The ability of the waiter will make me tip more *(i.e. well trained and able).*		.685		
I tip more when high quality service is delivered *(i.e. The higher the quality of service, the higher the tip percentage).*		.636		
I tip friendlier waiters more.		.526		
The better the quality of the food, the more I tip.		.466		
I tip more when the ambience and atmosphere of the restaurant is appealing.		.448		
I tip more when the waiter introduces him/herself, as it establishes a relationship.		.393		
The greater the size of the bill, the higher the percentage tip will be.			.726	
When paying with a credit/debit card, I tip a higher percentage.			.511	
Service fees should be standardised and included in the bill.				.753
I always tip at a flat rate *(i.e. 10%),* regardless.				.737
Mean value	**2.59**	**3.58**	**3.20**	**3.17**
Cronbach Alfa	**0.929**	**0.845**	**0.403**	**0.536**

Extraction method: Principal Component Analysis
Rotation method: Promax with Kaiser Normalization

In determining which aspects influence the tipping decision of customers, Table 2 shows four factors, namely *restaurant attributes, hospitality and service, payment and bill* and *standardisation.* The factor that has the highest influence on the tipping decision is *hospitality and service* (3.58), where the emphasis is on the quality of the service and the interaction of the waiter or server, followed *by payment and bill* (3.2), which confirms that the size of the bill and the method of payment have a clear impact. This factor is closely followed by *standardisation* (3.17), where customers or diners are of the opinion that service fees should be standardised. Lastly, *restaurant attributes* (2.95) captured aspects such as the type of restaurant, location and weather. Results on the question why people tip (see Table 3) have revealed three factors: Factor 1 (*financial*), where the focus is on how tipping benefits the server/waiter, and factor 2 (*service*), with the focus on how tipping ensures good future service, were very close to each other, with mean values of 3.59 and 3.54, respectively. The third factor (*social acceptability),* with a mean value of 2.7, emphasises the benefit that the tipper receives in being recognised as a person with good social behaviour.

Table 3: Reasons for tipping (factor analysis)

	Financial	Service	Social acceptability
It contributes to the waiters' income.	.926		
I support the rule of tipping.	.813		
I feel positive when I tip.	.738		
It promotes job creation.	.561		
It builds an honest character in the waiter.	.507		
Waiters are friendlier with return visits.		.981	
It ensures that future service delivery will be good		.901	
Tipping is a social norm and is expected from me.		.629	
Some waiters' income is based on tips only, and I feel sorry for them.		.414	
It contributes to my social status.			.965
I receive social approval from my dining party.			.914
Mean value	**3.59**	**3.54**	**2.70**
Cronbach alfa	**0.801**	**0.777**	**0.865**

Extraction method: Principal Component Analysis
Rotation method: Promax with Kaiser Normalization

In contrast with the results that are reflected in Table 3, Table 4 shows the factors that are based on the reasons why people do not tip. Two factors were identified, of which *bad service* had the highest mean value (3.56), followed by *inessential* (2.51). The latter implies reasons such as the fact that waiters do get a salary and that it is therefore unnecessary to tip them.

Table 4: Reasons for not tipping (factor analysis)

	Bad service	Inessential
Bad personal service.	.861	
When waiters are rude.	.827	
No response when I order.	.813	
Waiters bring wrong order.	.731	
Because of bad service.	.726	
Waiters are ignorant concerning food/wine.	.703	
Appearance of waiter is not neat/clean.	.600	

Too many waiters serve me instead of one.	.447	
I do not think it is necessary.		.888
Waiters do get a salary.		.845
Waiters should be paid the minimum wage per hour, so that tipping becomes optional.		.619
Mean values	**3.56**	**2.51**
Cronbach Alpha	**0.88**	**0.733**

Extraction method: Principal Component Analysis
Rotation method: Promax with Kaiser Normalization

Table 5: Results of the T-Tests (Gender)

Variables	**Male**			**Female**			**t-value**	**Sig. level**
	Mean	**Std.Dev.**	***N***	**Mean**	**Std.Dev.**	***N***		
Restaurant attributes	0.192	0.873	152	-0.135	1.059	216	3.238	0.001
Hospitality and services	0.049	1.018	152	-0.029	0.963	216	0.746	0.456
Payment and bill	-0.018	1.000	152	0.020	0.997	216	-0.366	0.714
Standardisation	-0.050	1.028	152	0.025	0.983	216	-0.708	0.479
Financial	-0.123	0.955	152	0.085	1.030	216	-2.003	0.046
Service	-0.030	0.974	152	0.011	1.024	216	-0.400	0.689
Social acceptability	0.061	0.926	152	-0.037	1.044	216	0.964	0.336
Bad service	-0.006	1.060	152	-0.001	0.910	216	-0.044	0.965
Inessential	-0.013	0.925	152	0.008	1.020	216	-0.214	0.831

Results of the T-test in Table 5 have shown how men and women differ concerning the various factors. Only two significant variables were revealed, namely on the *tipping behaviour:* Men tip more than women concerning the *restaurant attributes* factor, which includes the type of restaurant, location and good weather, while women tip more than men concerning the *reason for tipping,* as they have financial concern for the waiters and waitresses.

Table 6: Results of the ANOVA (Reasons for not tipping)

Factor 1: Bad service		**Sum of square**	**D.o.f.**	**Mean square**	**Stat**	**Sig. level**
Occupation	ANOVA	12.468	14	0.890	0.931	0.525
	Brown-Forsyth		14		1.0296	0.426
Income	ANOVA	13.622	6	2.270	2.3825	0.029
	Brown-Forsyth		6		2.2826	0.038
	ANOVA	2.801	5	0.560	0.5746	0.719

Frequency of dining	Brown-Forsyth		5		0.5981	0.701
Factor 2: Inessential						
Occupation	ANOVA	21.325	14	1.523	1.6566	0.062
	Brown-Forsyth		14		1.7173	0.056
Income	ANOVA	8.004	6	1.334	1.3511	0.234
	Brown-Forsyth		6		1.2505	0.283
Frequency of dining	ANOVA	8.576	5	1.715	1.8104	0.109
	Brown-Forsyth		5		1.7872	0.116

Results from the ANOVA, as captured in Table 6, have shown two variables that are significant, namely *income* and *occupation*. In this case, people in the middle income group are more affected by bad service, compared to people in any other income category. Concerning *occupation,* those in sales tend to tip less, since they are of the opinion that it is not necessary, because waiters or servers get a salary or the restaurant should pay them per hour.

Table 7: Results of the ANOVA (Reasons for tipping)

Factor 1: Financial		**Sum of square**	**D.o.F.**	**Mean square**	**Stat**	**Sig. level**
Occupation	ANOVA	20.459	14	1.461	1.4897	0.112
	Brown-Forsyth		14		2.1223	0.015
Income	ANOVA	12.791	6	2.132	2.1402	0.049
	Brown-Forsyth		6		2.2643	0.038
Frequency of dining	ANOVA	4.955	5	0.991	0.9876	0.425
	Brown-Forsyth		5		0.9412	0.454
Tipping behaviour	ANOVA	16.798	3	5.599	5.8299	0.001
	Brown-Forsyth		3		6.0567	0.001
Factor 2: Service						
Occupation	ANOVA	28.571	14	2.040	2.1637	0.008
	Brown-Forsyth		14		2.1224	0.015
Income	ANOVA	3.746	6	0.624	0.6125	0.720
	Brown-Forsyth		6		0.6867	0.660
Frequency of dining	ANOVA	4.594	5	0.918	0.9300	0.461
	Brown-Forsyth		5		0.9413	0.455
Tipping behaviour	ANOVA	5.496	3	1.832	1.8466	0.138
	Brown-Forsyth		3		1.8693	0.136
Factor 3: Social acceptance						
Occupation	ANOVA	7.274	14	0.519	0.5172	0.922
	Brown-Forsyth		14		0.4811	0.939
Income	ANOVA	1.639	6	0.273	0.2648	0.953
	Brown-Forsyth		6		0.2761	0.948
Frequency of dining	ANOVA	13.072	5	2.614	2.6574	0.022
	Brown-Forsyth		5		2.663	0.023

Tipping behaviour	ANOVA	1.330	3	0.443	0.4404	0.724
	Brown-Forsyth		3		0.4657	0.706

When one looks at the results of Table 7, it is clear that *occupation*, *income*, *frequency of dining out* and *tipping behaviour* are significant. Most of the variables that are significant have to do with factor 1, which was labelled *financial* reasons. *Occupation* show that unemployed people are less influenced by the *financial* factor than one would expect; therefore they would not tip, because it makes a financial contribution to waiters and they most probably do not support the rule of tipping because of their own financial situation. It is also interesting to note that farmers tend to tip more if the *service* is good (factor 2). When it comes to *income* results, they have shown that customers in the middle income bracket are most influenced by the *financial* factor, compared to other income brackets. Those who dine out several times a month are more influenced by *social acceptability* than any other group. In terms of tipping behaviour, results have shown that those who always tip are more influenced by *financial* reasons than any other category.

Table 8: Results of the ANOVA concerning the tipping decision

Factor 1: Restaurant attributes		**Sum of square**	**D.o.F**	**Mean square**	**Stat**	**Sig. level**
Occupation	ANOVA	19.420	14	1.387	1.4186	0.142
	Brown-Forsyth		14		1.4791	0.215
Province	ANOVA	12.884	9	1.431	1.4475	0.166
	Brown-Forsyth		9		1.4671	0.196
Income	ANOVA	5.145	6	0.857	0.8600	0.524
	Brown-Forsyth		6		0.8491	0.533
Frequency of dining	ANOVA	7.329	5	1.466	1.4922	0.191
	Brown-Forsyth		5		1.5485	0.174
Tipping norm	ANOVA	3.560	3	1.186	1.1941	0.311
	Brown-Forsyth		3		1.2959	0.277
Factor 2: Hospitality and service						
Occupation	ANOVA	22.052	14	1.575	1.6089	0.074
	Brown-Forsyth		14		1.4899	0.121
Province	ANOVA	7.134	9	0.793	0.7901	0.625
	Brown-Forsyth		9		1.4899	0.121
Income	ANOVA	6.610	6	1.101	1.0652	0.383
	Brown-Forsyth		6		1.0716	0.380
Frequency of dining	ANOVA	2.754	5	0.550	0.5465	0.740
	Brown-Forsyth		5		0.5915	0.706
Tipping norm	ANOVA	8.796	3	2.931	2.9651	0.032
	Brown-Forsyth		3		3.0612	0.029
Factor 3: Payment and bill						
Occupation	ANOVA	16.921	14	1.208	1.2388	0.244
	Brown-Forsyth		14		1.1536	0.321
	ANOVA	8.920	9	0.991	0.9873	0.450

Province	Brown-Forsyth		9		1.1569	0.345
Income	ANOVA	3.095	6	0.515	0.5117	0.799
	Brown-Forsyth		6		0.4858	0.818
Frequency of dining	ANOVA	14.897	5	2.979	3.0752	0.009
	Brown-Forsyth		5		3.1661	0.008
Tipping norm	ANOVA	8.770	3	2.923	2.9731	0.031
	Brown-Forsyth		3		2.9263	0.035
Factor 4:Standardisation						
Occupation	ANOVA	21.388	14	1.527	1.5859	0.080
	Brown-Forsyth		14		1.7671	0.049
Province	ANOVA	13.469	9	1.496	1.5223	0.138
	Brown-Forsyth		9		1.8828	0.083
Income	ANOVA	2.901	6	0.483	0.4921	0.814
	Brown-Forsyth		6		0.5177	0.794
Frequency of dining	ANOVA	4.619	5	0.923	0.9237	0.465
	Brown-Forsyth		5		0.9928	0.422
Tipping norm	ANOVA	1.451	3	0.483	0.4830	0.694
	Brown-Forsyth		3		0.5761	0.631

ANOVA results concerning the tipping decision have revealed that only *tipping norm* (i.e. how regular one tips), *frequency of dining* and *occupation* are significant. *Tipping norm* is the only variable that is significant in the case of two factors. Concerning factor 2 (*hospitality and service),* those who always tip regard this factor more important in terms of the size of the tip; in other words, the greater the service the greater the tip. Those who tip sometimes, regard factor 3 *(payment and bill)* as the most important aspect that influences their decision to tip. In the case of factor 2 (*hospitality and service*), civil servants regard this factor as most important in their tipping decision. Those who dine out several times a month areinfluenced more by factor 3 *(payment and bill),* compared to any other group.

FINDINGS AND IMPLICATIONS

From this research, several findings are evident that could be useful to restaurateurs, as well as waiters and waitresses (servers). The first finding concerning the reasons why people dine out has revealed interesting results in that the key reasons were to *socialise*, then to experience the food (*gastronomy*) and, to a lesser degree, *status*. The fact that very little research on this topic has been done in a South African context makes it difficult to draw major conclusions; however, it sets the scene for further research in order to be able to make comparisons. The implication for restaurateurs is that restaurants, at least during the time of a festival, should focus primarily on creating an atmosphere or ambience where people can socialise whilst experiencing great food. It is therefore not just about the food.

The second finding confirms that a combination of factors explains the reasons why people tip. Results of previous work that has been done in this field is hereby confirmed, although the combination differs where *financial* (in other words, tipping) contributes to waiters' income; support for the rule of tipping were also found by Lynn and Grassman (1990) and Speer (1997). In a very close second place, *service* (which included statements such as rewarding good service and ensuring good future service) corroborates findings by Azar (2005), Bodvarson and Gibson (1999),

Lynn (2003, 2006) and Speer (1997). Lastly, *social acceptability* has also been found by, amongst others, Azar (2004, 2005, 2006, 2007a) and Boyes *et al.* (2006). It therefore seems that in this case, customers feel an obligation towards providing income for waiters, but expect good service in return. A possible reason for this is that most of the waiters in South Africa are temporary employees (mostly students) and do this part-time as a source of income. Results from the ANOVA have revealed that *income*, *occupation, tipping behaviour* and *frequency of dining* were significant. This combination of variables has not been found in the literature. Frequency of dining is supported by Lynn and McCall (2000).

The third finding reveals the two key reasons why some people do not tip: Bad service is regarded as the main reason whythey feel that tipping is unnecessary, as well as their opinion that the restaurants should pay servers a minimum wage. The implication of this finding is extremely important for restaurants and the broader tourism industry in general, since it emphasises the importance of training, which was also highlighted by the fact that diners are willing to pay bigger tips if the service is good (see factor two above). Since most waiters could be seen as the "face" of a restaurant, they should be trained on a variety of aspects such as wine knowledge, how to approach customers and to be polite. However, since most servers are temporary, most restaurants do not spend much time on developing servers' skills and knowledge. In this regard, skills require more in-depth training such as knowledge of food and wine.

Results from the ANOVA on reasons for not tipping have revealed two significant variables that have not been found in literature, namely *income* and *occupation* (see Table 8).

The fourth finding deals with the key aspect of this paper, namely that which influences the tipping decision and confirms that a combination of aspects, as captured in Figure 1, plays a role. In fact, according to this research, all three (the customer, the server/waiter and external factors) are relevant. The results have revealed four factors of which the most important one confirms the importance of *hospitality* and *service* (see Azar, 2005; Lynn, 2003; Whaley *et al.,* 2014; Speer, 1997), followed by *payment and bill,* which most researchers have found to be the most important one (see Lynn & McCall, 2000). Applying a standardised approach has also been found by Lynn *et al.* (2008) as being a factor. External factors, as captured under *restaurant attributes,* corroborate research that were done by Crusco and Wentzel (1984), Rind and Strohmetz (1999) and Lynn and Thomas-Haybert (2003). Results from the ANOVA have shown that there are more behavioural variables that influence the tipping decision than socio-demographic variables. In terms of socio-demographic variables, results have shown that *occupation* has some significance. Concerning behavioural variables, *frequency of dining,* which confirms research by Lynn and McCall (2000), and the *tipping norm* were significant. This finding implies that tipping behaviour and decisions are much more complex than what meets the eye and a combination of factors are at play, which is why continuous research on this topic is required, as was stated by Mkono (2011).

CONCLUSION

This innovative research which, to the author's knowledge, has been conducted in South Africa for the first time, and is the first paper that has looked at both reasons for tipping and why people do not tip, as well as which socio-demographic and behavioural variables influence the tipping decision, has revealed interesting findings. In addition, the research has also determined why people dine out and, interestingly enough, the main reason was socialisation, followed by the food experience (gastronomy). The research has confirmed that the dining decision is determined by three key components, namely the customer, the server (waitress) and external factors. The reasons why people do not tip were captured in two factors, namely *bad service* and

inessential, as opposed to the *financial* reason why they do tip*,* namely *service* and *social acceptability*. Over and above the fact that the tipping decision is influenced by several factors, the research has also clear implications for both the server and restaurateurs. One aspect that influences good or quality service and which has also been acknowledged by this research is the role that training could play in providing good services which, in turn, will impact on the tip. From this research, it is clear that people in other fields or areas of the leisure and tourism industry where they benefit from tips should also be investigated, for example tour guides, field guides, taxi drivers, car guards and street artists. Another area that requires more research is the economic value and income that is generated by tipping. Questions such as how many people benefit from tipping in South Africa and even the rest of Africa requires an answer. Little is known about these aspects, especially in developing countries. In the case of South Africa, the tipping behaviour of different populations of the broader society should also be investigated, since most of the respondents in this survey were white South Africans, which is also a limitation, as the results cannot be generalised for the broader society.

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