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A Conceptional Research on Factors Affecting Customers Tipping Tendency in Restaurants

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Introduction: In this study its aimed to identify the facts affecting tipping tendency in the context of related body of literature. In the study 196 empirical and conceptional papers were reached from various databases and assessed which were published in English. The facts affecting the tipping tendency of customers in the body of related literature were viewed separately by researchers. When considered from this point of view, offering all the facts examined by various researchers indicates the significance of the study. In the context of restaurants tipping is an element emerging as a result of the interaction between customer and service staff (Azar, 2007a) and a practice which is expected by service staff and accepted by customers (Lynn and Simons, 2000). Tip is of importance for service staff as it is being both an economical and a motivational factor (Ozdemir, et al., 2014). From the customer point of view tipping plays an important role rewarding the service (Lynn et.al., 1993; Dewald, 2003), bringing the service under control (Jacob and Page, 1980; Lynn, 2001) and ensuring the next service (Azar, 2004; 2007b). From the restaurant owners and managers point of view it helps in the respects such as increasing sales and profitability (Lynn and Withiam, 2008), decreasing labour turnover ratio (Lynn, 2002) and labour cost (Lynn, 2005), evaluating service staff's performance (Boyes et.al., 2004; Azar, 2011). Research conducted on tipping (Lynn and Latane, 1984; Lynn, 1988; 2001; 2006a; 2013; Bodvarsson ve Gibson, 1992; 1997; Harris, 1995; Ineson and Martin, 1999; Dewald, 2003; Parrett, 2006; Frash, 2012) in the restaurant management field indicate that there are various facts affecting the tipping tendency. For instance Lynn (2006b) says that, there is some elements affecting the tipping tendency of customer's tipping tendency such as: bill, payment method, service quality, service staff, visiting frequency, gender of the customer, ethnic origin and alcohol consumption. In this regard its possible to subsume the tipping reasons under the social facts, psychological elements, customer characteristics, characteristics about service staff, bill and strategically motivation factors.

Findings: When the studies in the related body of literature are analyzed, its observed that the factors affecting customers tipping tendency can be collected under three key facts as general factors, customer related factors and service related factors. In this regard general factors affecting the tipping tendency are ascertained as: Service quality, food quality, food price, amount of order, service speed, ambience, meal, location, visiting frequency, bill, the number of persons, alcohol consumption, payment method and weather conditions. On the other hand its concluded that ethnic origin, gender, age, income status, educational status, marital status, religious belief, mood, previous tipping experience of the customers and ethnic origin, gender, age, physical appearance, experience, sincerity and communicative language of service staff is affecting the tipping tendency. Taking into account all of these, it is in evidence that the correlation of service quality and tipping is researched more in proportion to others.

Conclusion: 196 papers of restaurant management literature were viewed in order to determine factors affecting tipping tendency and its concluded that these factors were general factors, customer related factors and service related factors. This study from various aspects contributes theoretically and practically to the related literature. In this study its aimed to give all of the factors affecting customer's tipping tendency theoretically. On the other side by the reason of the fact that there is not much studies about the topic in national literature, its thought to fill that gap too. Considering the practical aspect, it avails various benefits such as restaurant owners or managers being aware of the factors, may train service staff to get much more tip and increasing sales and profitability. The main constraint of the study is the fact that its restricted to internationally published and available papers on the databases. In this regard in the future research, other papers, books, book chapters or international conference proceedings may be analyzed and research may be expanded. It can be also stated that another constraint is the method of the study. As this study went around literature review and future research may build on the results of this study by using both quantitative and qualitative methods.

Keywords: Restaurant, Tipping, Customer, Tipping Tendency, Factors Affecting Tipping

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