

March 2019

A comparative study on the amount of tips left by the generations based on the personalized bill types

A. Celil Cakici

Mersin University, celilcakici@mersin.edu.tr

Alaidin Kosar

Mersin University, Turkey, alaidinkosar@mersin.edu.tr

Follow this and additional works at: <https://scholarcommons.usf.edu/globe>

 Part of the [Marketing Commons](#)

This Refereed Article is brought to you for free and open access by the Journals at Scholar Commons. It has been accepted for inclusion in Journal of Global Business Insights by an authorized editor of Scholar Commons. For more information, please contact scholarcommons@usf.edu.

Recommended Citation

Cakici, A., & Kosar, A. (2019). A comparative study on the amount of tips left by the generations based on the personalized bill types. *Journal of Global Business Insights*, 4(1), 48-58. Retrieved from <https://scholarcommons.usf.edu/globe/vol4/iss1/4>

Corresponding Author

Alaidin Kosar

Mersin University, İşletme Bölümü, İktisadi ve İdari Bilimler Fakültesi, Mersin Üniversitesi, Çiftlikköy Kampüsü-33343, Yenişehir / Mersin

Revisions

Submission date: Jan. 22, 2019; 1st Revision: Feb. 8, 2019 ; 2nd Revision: Mar. 27, 2019 ; Acceptance: Mar. 29, 2019

A Comparative Study on the Amount of Tips Left by the Generations Based on the Personalized Bill Types

A. Celil Çakıcı¹ and Alaiddin Koşar²

Department of Tourism
Mersin University, Turkey
¹celilcakici@mersin.edu.tr

Faculty of Economics and Administrative Sciences
Mersin University, Turkey
²alaiddinkosar@mersin.edu.tr

Abstract

Tip is the monetary amount that consumers voluntarily leave for the quality of the service they get. Whether a tip is left or not, and the amount of the tip left may result from different demographic and characteristic features of consumers. This study was conducted to determine the amount of tip left by the generations based on the personalized bills. Based on three different personalized bill types for a dinner for two people at a mid-quality restaurant, it was attempted to determine whether the costumers left tips or not, and if they did, how much was the amount. The data were gathered based on the quota sampling method in January and February 2018. The total number of the participants – selected from each gender and generation except for the Z generation in equal numbers - reached 414. The data were evaluated by descriptive statistics, chi-square analysis, one and two-way ANOVA. The findings indicated that the amounts of tips were significantly different depending on the generations and the personalized bills.

Keywords: personalized bill, generations, tipping behavior, tip

Introduction

Developments in service sector, differences among businesses which decrease day by day, failure in stocking the service, and the fact that service is a non-physical, simultaneously produced and consumed product increase competition in the sector and make it even harder to retain, satisfy and keep the customers. Service businesses try to participate in this competition and gain customers. Some businesses apply discounts in prices, some others increase the service quality, while others try diversification in their personnel in order to outgo their rivals and gain more customers. As a result of all these activities, a sense of satisfaction or dissatisfaction arises in customers. Based on this sense of satisfaction or dissatisfaction, some of the customers leave tips while others do not. However, not all the customers who are satisfied leave tips, or it is not a general principle that all the customers who are not satisfied prefer not to leave any tips.

The term *tip* can be defined as a gift given to the service provider or employees (Tse, 2003). The concept of tip emerged in the 16th century in England with the use of brass cups with the note *to insure promptitude* on them when they were initially placed in cafe houses and later in local pubs. It is known that the customers who needed a faster service used to put coins into these

cups. Despite of various opinions, the term TIP is thought to be originated from the abbreviation of the statement *To Insure Promptitude: TIP* (Devrani, 2014).

Tipping behavior changes depending on the economic conditions of the time, and the life styles of people. All of these characteristics reflect the generation that individuals belong to. The tipping behaviors of individuals might change with the personalized bills based on their personal traits. Notes taken on the bills and different drawings (a smiling face, a sun etc.) might influence the tipping behaviors of the individuals living at different time periods. In this study, the effects of customers' different age groups (generations) and of personalized bills on tipping behaviors are examined.

Literature Review

Experts in economy, psychology, and sociology express that tipping behavior theoretically exists and that this behavior is the most effective method in increasing the performance for a higher quality service delivered to customers (Kinard & Kinard, 2013). The customers leave tips not only because it is a social norm but also to present their gratitude for a good quality service (Azar, 2007).

Tipping is an economic transaction; however, its most important difference from the other transactions in the market is that it is transacted on a volunteer basis (Bodvarsson, Luksetich, & McDermott, 2003), and it is a course of action, which has important economic effects in restaurants (Lynn & Mynier, 1993). Since the structure of restaurant services make it difficult for managers to monitor and control the attendants' attempts to serve the customers, the tips that customers leave are perceived as a means in monitoring and controlling the service delivered (Lynn & Sturman, 2010).

Tipping behavior is not only influenced from various factors such as restaurant's environment, weather condition, type of payment, type of music played at the restaurant, but also from the customers' traits and genders (Seiter & Gass, 2005). Moreover, it is observed that there are a wide range of effective factors such as the amount of invoice (Rind & Strohmets, 2001), amiability of employees (Lynn, Zinkhan, & Harris, 1993), service quality (Fernandez, 2004; Lynn et al., 1993; Miller, 2010), gender of customers (Parrett, 2006), frequency of the service taken (Bodvarsson & Gibson, 1997), payment type (Parret, 2006), number of people at the meal (Rind & Bordia, 1996), ethnic origins (McCall & Lynn, 2009), communication skills of workers (Kinard & Kinard, 2013; Seiter & Weger, 2013), religious believes (Lynn & Katz, 2013), and alcohol consumption (Bodvarsson & Gibson, 1997).

It is a reality that there are numerous factors influencing tipping behavior. In addition, sometimes the treatment of employees, their communication skills, and even their ways of addressing might overshadow the quality of service. There are studies reporting that personal approaches of employees (Lynn & McCall, 2009), their being able to display amiable attitudes or communicate warmly with customers (Lynn et al., 1993), and their way of addressing to customers (Garrity & Degelman, 1990; Seiter & Weger, 2013) influence the tipping behavior. Moreover, the fact that employees realize that their attitudes and communication skills are influential in tipping behavior bring along their attempts to apply methods for getting higher tips. Among these methods is the personalization of the bill (invoice). There are findings that among these personalization methods, drawing a smiling face or writing a thank you note (Kinard & Kinard, 2013; Rind & Bordia, 1996; Rind & Strohmets, 1999) on the bill might influence the billing behavior in a

positive or negative manner. This case evokes that the tip amount left might differ depending on the personalization of invoice; and thus, the following hypothesis can be written.

H₁: The amount of the tip left differs depending on the personalized bill.

There are studies reporting that tipping behaviors of customers are influenced from the demographic features of customers such as gender and age (generation). The term *generation* can be defined as a group of people, who were born in a certain time period, who shared the same life period (Smola & Sutton, 2002), and who witnessed the same history and social events (Zeeshan & Iram, 2012). There are differences among the generations in terms of their value judgments and perspectives towards events, and people share the value judgments of their generations, displaying attitudes accordingly (Aka, 2017).

There are different classifications related to the generations, and classifications about the life periods of individuals. Within the context of this study, considering the classifications that are frequently used in national and international literature, the generations are classified according to their life periods. The generations in the literature are classified in five groups as the following: Silent Generation, Baby Boomers, Generation X, Generation Y, and Generation Z. In line with the objective of this study, Baby Boomer Generation, Generation X, and Generation Y will be examined.

Baby Boomer Generation is considered to be the individuals who were born between 1946-1964 (Crumpacker & Crumpacker, 2007; Keleş, 2011; Twenge, Campbell, Hoffman, & Lance, 2010) in increasing numbers after the Second World War (Sanaei, Javernick-Will, & Chinowsky, 2013) They lived in a time when the period of poverty ended, and the period of wealth started despite of the continuing traces of the war (Bozkurt, 2017). Besides the fact that they are the architect of the X generation, the most conspicuous features of the baby boomer generation are that they are abstemious and emotional, they have a high sense of faithfulness, they are loyal to the authority, and they use technology when needed (Arslan & Staub, 2015).

X generation consists of the individuals who were born between 1965-1980 (Lancaster & Stillman, 2002). They had to pay for the wealthy lives of baby boomer generation (Bozkurt, 2017). The period which this generation had to live in is a time when there was development in the elements of social life; however, there were economic problems (Babaoğlu, 2015). X generation is wise in the areas of advertisement and shopping, and the most conscious generation in terms of prices (Williams & Page, 2011). They have a high tendency to earn money and do shopping, as well (Phanthong & Settanaranon, 2011).

Y generation consists of individuals who were born between 1981-1995 (Lancaster & Stillman, 2002). Y generation wants everything to happen immediately, consumes in an instant, and does not want to pay any cost (Altuntuğ, 2012). The individuals in this generation consume with the mindset of taking pleasure in life. Although this fact shows that the individuals in this generation are extravagant, in fact, on the contrary, they have the characteristics of a conscious consumer (Bayhan, 2014). The individuals of this generation are optimistic, living with the sense of fulfilling their civic responsibilities, successful and with high levels of self-confidence (Arsenault, 2004).

Since each consumer is from a different age group, the generations can have common value judgments, lives, and ways of behavior (Chen, 2010). In addition, the economic conditions of the

periods each generation lived in differ and so do their problems based on these conditions (Aka, 2017); thus, their tipping behaviors can vary, as well. Moreover, there are studies reporting that the worst tipping behavior is displayed by the youth, in other terms, by the Y generation (McCall & Lynn, 2009). Considering the apparent behavioral differences among the generations, the idea that tipping behaviors might differ is formed, and the following hypothesis can be written.

H₂: The amount of tip differs based on the generation.

Attitudes of employees towards customers (Lynn & McCall, 2009; Lynn et al., 1993) can influence the amount of tips. It is known that the way of communication with customers (Garrity & Degelman, 1990; Seiter & Weger, 2013), particularly personalized mode of communication - a thank you note on the bill or a smiling face— (Kinard & Kinard, 2013; Rind & Bordia, 1996; Rind & Strohmetz, 1999) can influence the tipping behavior. Considering that each generation was brought up in different economic conditions and that their behaviors can differ accordingly (Aka, 2017; Chen, 2010), the amounts of tips left by the generations might differ based on the personalization of the bill; hereupon, the following hypothesis can be written.

H₃: The amounts of tips differ based on the interaction between the personalized bill and the generation.

Objective of the Study

It is a common behavior for customers to tip at restaurants. Tip is sometimes an expression of the satisfaction from the service delivered while it is sometimes a pre-assurance of a good service delivery. The attendants who want to increase the amount of tips they receive can display kind, courteous, and concerned behaviors. Besides, personalization of the bills can be another means in increasing the tip received. In this study, it is aimed to determine whether there is a difference in the tipping amounts and tendencies of individuals from three different generations (Baby boomer, X, and Y). Thus, the type of bill the restaurant customers mostly leave tips for will be revealed. Additionally, this study will implicitly determine the attitudes of the generations towards the bill types. Therefore, this study has the potential to contribute to restaurant attendants in deciding the ways to display an approach towards different generations and the ways to increase their tip amounts.

Methods

Sample

The population of the research is comprised of customers who live in the Mersin province and who choose to an a la carte restaurant. The Mersin province which is located in the southern part of Turkey is a touristic coastal city. In this city, people often eat at restaurants. The amounts of tips at restaurants in Turkey range from 10 to 15 percent. In line with the objective of the study, quota sampling method was implemented based on the generation and gender. The target was to apply 360 surveys in total, 120 surveys from each bill type and on an equal-gender basis; however, at the end of the survey application, 414 surveys were obtained, 138 surveys from each generation. The surveys were applied by one of the researchers from 11 January until 28 February 2018.

Data Collection and Scenario

The data in this descriptive research which aims to determine whether the tip amounts of the generations differ based on the personalized bill types, were collected by means of a survey developed by the researchers. There is a brief scenario in the survey. In the scenario which was written in a positive manner and inspired from the study of Kinard & Kinard (2013), a person goes for a dinner to a restaurant with his/her spouse or friend, then an attendant welcomes them and helps them about anything they need through the evening. The quality of the service is high, and the meal is quite delicious. At the end of the night when the bill is demanded, they are asked to write the amount of the tip for these three types of bills. The dinner includes two appetizers, a second and a main course, dessert and drinks; the price is 82.- TL in total. The three types of bills are as follows: (1) Classical bill, (2) Bill with a handwritten *Thank you for choosing us...* note, (3) Bill with a handwritten *Thank you for choosing us...* note and a smiling face down the note. During the survey, the notes stated in the second and third notes which were prepared beforehand and written with a blue pencil were presented to the participants. For comprehensibility of the questions and the scenario, a pilot scheme was implemented over 5 days in 2018. After the pilot application, there were no questions which could not be understood, and the final application was started. The data were analyzed via the descriptive statistics, chi-square analysis, and one and two-way ANOVA.

Findings

The relations between demographic features of the participants and tipping behaviors are presented in Table 1. According to the quota sampling applied, half of the participants are female and the rest is male; while two-thirds of them are married. Education status of half of the participants is either graduate degree or two-year degree; almost half of the participants (45%) have a monthly income between 2,500-4,000 TL. There was statistically no significant relation between tipping behavior of the participants and their gender, marital status, education status, and income levels.

It can be mentioned that there is a relation between the generations (ages) of participants/bill types and their tipping behaviors. Considering (the type of) the personalization on the bill, a significant relationship is determined at $\alpha = .10$ level ($X^2 = 5.347$; $SD = 2$; $p = .069$). While 52.2 % (72 people) of 138 participants mentioned that they would leave a tip for the classical bill without any notes, in the cases of bills with a thank you note, the tipping ratio is 40.6% and 39.8% in bills with a *Thank You* note and a smiling face. Therefore, it is difficult to mention that a personalization on bills works in our culture.

Considering the ages of the participants, a significant relationship is revealed at $\alpha = .05$ level ($X^2 = 6.346$; $SD = 2$; $p = .042$). Tipping percentages in baby boomer generation is 52.9%, while the same ratio in X and Y generations is 39.8%. From another point of view, 60% of the X and Y generations do not tip. Not tipping behavior in X and Y generations seems to be at a higher rate when compared to the baby boomer generations' rate of 47.1%.

183 out of 414 (44.2%) participants mentioned that they would leave a tip for an 82TL bill, for a dinner of two people. The 183 participants who left tips mentioned that they would give an amount between 2TL and 20TL as a tip. The value of the first and second quarters is the same (5TL). This means that half of the tipping participants would leave a tip 5TL or less. However, the value of the third quarter is 10TL, which means that 25% of the participants who would leave

a tip for an 82TL bill would leave an amount between 10TL and 20TL as a tip. The interquartile range is 5TL. The average amount of tip is 7.12TL ($SD = 3.7TL$).

Table 1. The Relation Between Bill Types, Demographic Features of Participants, and Their Tipping Behaviors

Characteristic	Tipping Behavior		Total	χ^2 ; df ; p
	Yes	No		
Classical bill	72	66	138	$\chi^2 = 5.347$; $df = 2$; $p = .069$
Handwritten bill with a <i>Thank You</i> note	56	82	138	
Bill with a <i>Thank You</i> note and a smiling face	55	83	138	
Total	183	231	414	
Male	93	114	207	$\chi^2 = 0.088$; $df = 1$; $p = .767$
Female	90	117	207	
Total	183	231	414	
Married	130	155	285	$\chi^2 = 0.738$; $df = 1$; $p = .390$
Single	53	76	129	
Total	183	231	414	
Between 23-37 years old (Y generation)	55	83	138	$\chi^2 = 6.346$; $df = 2$; $p = .042$
Between 38-53 years old (X generation)	55	83	138	
Between 54-72 years old (Baby boomer generation)	73	65	138	
Total	183	231	414	
High school or less	50	72	122	$\chi^2 = 0.834$; $df = 2$; $p = .659$
Two-year grade/Undergraduate	96	112	208	
Postgraduate	37	47	84	
Total	183	231	414	
2500 TL and less	51	74	125	$\chi^2 = 1.147$; $df = 2$; $p = .564$
2501-4000 TL	89	101	190	
4001TL and over	43	56	99	
Total	183	231	414	

ANOVA was conducted in order to test the first hypothesis which suggests that the amounts of tips differ based on the personalized bills used in 3 different types. The results are in Table 2. According to these results, the tipping amounts differ according to the personalization of bills ($F(2, 180) = 3.658$; $p = .028$). While a minimum of 3TL and a maximum of 20TL tip is left for a classical bill with a handwriting thank you note, when a smiling face is added to the bill, the amount falls down to 2TL and 15TL limits. The multiple comparison test of LSD revealed that the differences were between the bills with a handwritten thank you note and the ones with an additional smiling face, and the bills with a handwritten thank you note and a classical bill. Accordingly, it is possible to mention that the first hypothesis is supported by the existing data.

Table 2. Comparison of Tip Amounts Based on Personalization of Bills

Bill Type	n	M	SD	Min.	Max.	F-value/p-value	Differences	Sig.
A) Classical bill	72	6.82	3.581	3	20	$F(2, 180) = 3.658$ $p = .028$	A-B = -1.377	.037
B) Bill with a handwritten <i>thank you</i> note	56	8.20	4.296	3	20		A-C = 0.401	.542
C) Bill with a <i>thank you</i> note and a smiling face	55	6.42	3.035	2	15		B-C = 1.778	.012
Total	183	7.12	3.722	2	20		Post hoc: LSD	

The second hypothesis suggests that the amounts of the tips differ based on different generations. The analysis revealed that the tip amounts differ ($F(2, 180) = 4.880$; $p = .009$) depending on the generations (Table 3). The smallest amount of the tips was left by the X generation members for an 82TL dinner ($\bar{x} = 5.98\text{TL}$), while the highest amounts were left by the baby boomer generation ($\bar{x} = 8.01\text{TL}$). It is understood that the difference concerning the amounts of tips is observed between the Baby Boomer generation and X generation. Therefore, it is understood that the existing data supports the second hypothesis.

Table 3. Comparison of Tip Amounts Based on Generations

Generation	<i>n</i>	<i>M</i>	<i>SD</i>	Min.	Max.	F-value/p-value	Differences	Sig.
A) Y gen. 23-37 years	55	7.07	3.641	3	20	$F(2, 180) = 4.880$ $p = .009$	A-B = 1.091	.118
B) X gen. 38-53 years	55	5.98	2.384	3	10		A-C = -0.941	.150
C) Baby B. gen. 54-72 years	73	8.01	4.360	2	20		B-C = -2.032	.002
Total	183	7.12	3.722	2	20		Post hoc: LSD	

Table 4 shows the tip amounts of different generations based on the bills. It is observed that the smallest amount of the tips was left by the X generation ($\bar{x} = 5.42\text{TL}$), while the highest amounts were left by the Y generation ($\bar{x} = 8.22\text{TL}$). For the bills with a handwritten *thank you* note, the smallest amount of the tips was left by the Y generation ($\bar{x} = 5.10\text{TL}$), while the highest tip amounts were left by the baby boomer generation ($\bar{x} = 9.70\text{TL}$). As per the bills with a handwritten *thank you* note and a smiling face, there was not a significant difference among the generations; however, it was observed that the least amount of the tips was left by the baby boomer generation ($\bar{x} = 5.76\text{TL}$), while the highest amounts were left by the X generation ($\bar{x} = 6.95\text{TL}$).

Table 4. Bill Type and Tip Amount Based on Generations

Bill Type	Age	\bar{x}	<i>SD</i>	<i>n</i>	<i>F</i>	Differences	Sig.
Classical bill	A) Y gen. 23-37 years	8.22	4.041	27	$F = 4.446$ $p = .015$	A-B = 2.799	.004
	B) X gen. 38-53 years	5.42	2.003	26		A-C = 1.485	.151
	C) Baby B. gen. 54-72 years	6.74	3.956	19		B-C = -1.314	.207
	Total	6.82	3.581	72	Post hoc: LSD		
Bill with a handwritten <i>thank you</i> note	A) Y gen. 23-37 years	5.10	1.912	10	$F = 8.570$ $p = .001$	A-B = -0.344	.845
	B) X gen. 38-53 years	5.44	2.744	9		A-C = -4.603	.001
	C) Baby B. gen. 54-72 years	9.70	4.326	37		B-C = -4.258	.004
	Total	8.20	4.296	56	Post hoc: LSD		
Bill with a <i>thank you</i> note and a smiling face	A) Y gen. 23-37 years	6.44	3.222	18	$F = 0.694$ $p = .504$		
	B) X gen. 38-53 years	6.95	2.481	20			
	C) Baby B. gen. 54-72 years	5.76	3.456	17			
	Total	6.42	3.035	55			

Our third hypothesis in the research is that the tip amounts differ based on the bill type and interaction of the generation. Therefore, the Two-Way ANOVA was conducted on the data. Considering the bill type, it was observed that the number of the observations concerning the generations was limited. It is stated that the number of the observations should be three times as many as the number of variables in multiple comparisons (Alpar, 2011). From this point of view, there should be at least 18 observations for six categories. This rule seemed to be violated in two

groups (groups with $n = 9$ and $n = 10$, in Table 4), and with an additional one being on the edge (group with $n = 17$, in Table 4).

The analysis, which was conducted in order for prudence, reveals that the amounts of the tips show a difference ($F(4, 174) = 6.038$; $p < .001$) when the types of the bills and different generations were considered at the same time. The obtained η^2 value was 12.2%, which was at a level to be practically ($0.04 < \eta^2 < 0.24$) interpreted (Ferguson, 2009). Therefore, it is possible to state that the third hypothesis is supported as well.

Table 5. Two-Way ANOVA Results of Tip Amounts Based on Bill Type and Generations

Source	Sum of squares	SD	Mean square	F	Sig.	Partial Eta ²	R ²	Adjusted R ²
Corrected model	463.353	8	57.919	4.897	.000	.184	.184	.146
Intercept	6736.408	1	6736.408	569.550	.000	.766		
Bill type	5.631	2	2.816	0.238	.788	.003		
Age	58.420	2	29.210	2.470	.088	.028		
Bill type * Age	285.670	4	71.417	6.038	.000	.122		
Error	2058.002	174	11.828					
Total	11799.000	183						
Corrected total	2521.355	182						

Conclusions

In this research which examines whether the tip amounts left at the restaurants create a difference depending on the bill types and different generations; the data were collected via a survey which included a scenario developed by the researchers. In this study, in which the quota sampling was conducted and 414 data in total (138 from each age group - generation) were gathered, all of the hypotheses are supported. In other words, there are significant differences in the amounts of the tips left at the restaurants depending on the generation, personalized bill, and generation-bill type interaction.

Theoretical Implications

ANOVA was conducted in order to reveal whether the tip amounts differ based on the personalized bill, after which a significant difference ($p = .028 < .05$) was determined. The motive behind this significant difference was determined to be the bill type with a 'thank you' note (H_1 Accepted). In some of the previous studies in the literature, it was concluded that the 'thank you' note on the bill increased the tip amount (Kinard & Kinard, 2013; Rind & Bordia, 1996; Rind & Strohmetz, 1999).

In the second hypothesis, it was examined whether the tip amounts differ based on the differences in generation. As the conclusion of the ANOVA, it was determined that the amounts of tips vary in different generations. It was also concluded that the generation behind this difference was the Baby Boomer Generation, and that this generation leaves tips in higher amounts compared to the others (H_2 Accepted). A limited number of studies in the literature support this finding, as well. Lynn et al. (1993), determined that there were economic and social differences concerning the tipping behavior; while McCall & Lynn (2009) concluded that it was the Y generation who left the least amounts of tip.

In the last hypothesis, it was examined whether there was a difference concerning the generation-bill type interaction. For this purpose, a two-way variance analysis was conducted, and it was determined that the amounts of tips differ based on the generation-bill type interactions ($p < .001$). As a result, it was found that the 3rd hypothesis was also supported, in other words, it was comprehended that there was a statistically significant difference concerning the generation-bill type interaction (H_3 Accepted).

Practical Implications

Within the context of the scenario that was developed, 183 participants out of 414 expressed that they would tip. It was observed that the participants who would leave tips for an 82TL bill would pay between 2TL and 20TL. It was concluded that there was statistically no significant difference in the tipping behaviors concerning the gender, educational status, income, and marital status. It was observed that the highest amount of tips left for the bills with a 'thank you' note were left by the baby boomer generation (9.70TL), while it was the X generation who left the highest amount of tips for the bills with a *thank you* and a smiling face (6.95TL), and Y generation for the classical bills (8.22TL). When a comparison is made among the generations, it was observed that the baby boomer generation left higher amounts of tips compared to the other (X and Y generations) generations (BP = 8.01TL, X = 5.98TL, Y = 7.07TL).

Under the light of these findings, it can be suggested that the restaurant attendants might write a 'thank you' note on the bills when passing the bill to the customers. It can be recommended that they add a 'thank you' note and a smiling face to the bill for the X generation consumers, and that they just give the classical bills to the Y generation consumers. In this way, it can be stated that the restaurant attendants can increase the tip amounts by using personalized bills presented to customers; thus, they can gain economic benefits.

Limitations and Future Research

Scope of the study is to investigate generations' tipping behaviors, especially to compare the amount of the tips by generations. Therefore, the question why some of the people from different generations don't tip is out of the scope. So, the reasons for not tipping were not examined. It may be an interesting topic to probe into the reasons for not tipping based on generations by doing interviews.

The first limitation of the research was that the silent generation was not taken into consideration while determining the quotas. The reason for the exclusion of the silent generation from the quota was the assumption that it is not possible to collect reliable data from the individuals of this generation. Another limitation of the study was that the population of the research was comprised of the individuals who reside in Mersin province.

Another limitation was related to sample size. From 414 participants, 183 persons tipped, and therefore, the analysis were compulsorily conducted with this group. Although the size of this group of people who tipped ($N = 183$) might be easily criticized, it may be an attempt to understand the generations' tipping behaviors by providing leading evidences. Therefore, a future research may focus on how to increase the sample size who tip.

In the multiple comparison analyses, it was stated that there should be at least 20 observations in each group or 3 observations for each variable (Alpar, 2011). Although 414 surveys were

collected, the number of the individuals who intended to tip based on the scenario was 183. The sample size decreased falling to 9-10 in the two groups of the two-way ANOVA. Therefore, in order to analyze interactions in further studies, it might be useful to increase the size of the sample.

In further studies, individuals who will participate can be chosen from different cities, and it can be better in terms of the comparison of results, and the observation of similarities and differences. Additionally, it can be considered to conduct the research in a volunteering restaurant with the participation of a voluntarily attending crew in real settings.

References

- Aka, B. (2017). *Kamu ve özel sektörde çalışan yöneticilerin kuşak farklılıkları ve örgütsel bağlılık düzeyleri arasındaki ilişkinin incelenmesi: İzmir ilinde bir araştırma* [Examining the relationship between generational differences and organizational commitment levels of managers in the public and private sector: A research in the province of İzmir] (Doctoral dissertation, İzmir Katip Celebi University, İzmir, Turkey). Retrieved from <http://acikerisim.ikc.edu.tr:8080/xmlui/handle/11469/323>
- Alpar, R. (2011). *Uygulamalı çok değişkenli istatistiksel yöntemler* [Applied multivariate statistical methods]. Ankara, Turkey: Detay.
- Altuntuğ, N. (2012). Kuşaktan kuşağa tüketim olgusu ve geleceğin tüketici profili [The consumption phenomenon from generation to generation and the consumer profile of future]. *Organizasyon ve Yönetim Bilimleri Dergisi*, 4(1), 203-212.
- Arsenault, P. M. (2004). Validating generational differences: A legitimate diversity and leadership issue. *Leadership & Organization Development Journal*, 25(2), 124-141.
- Arslan, A., & Staub, S. (2015). Kuşak teorisi ve içgirişimcilik üzerine bir araştırma [A study on generational theory and intrapreneurship]. *KAÜ İİBF Dergisi*, 6(11), 1-24.
- Azar, O. H. (2007). The social norm of tipping: A review. *Journal of Applied Social Psychology*, 37(2), 380-402.
- Babaoğlu, B. (2015). *Turizm sektöründe çalışanların kuşak farklılıklarına olan algılamaları ve bir araştırma* [A study of employee perceptions regarding generational differences in the tourism industry] (Master's thesis, Istanbul Arel University, Istanbul, Turkey). Retrieved from <http://arelsiv.arel.edu.tr/xmlui/handle/20.500.12294/946#sthash.3GB5QTx2.dpbs>
- Bayhan, V. (2014). Milenyum veya (Y) kuşağı gençliğinin sosyolojik bağlamı [Sociological context of the millennium or (Y) generation]. *Gençlik Araştırmaları Dergisi*, 2(3), 8-25.
- Bodvarsson, Ö. B., & Gibson, W. A. (1997). Economics and restaurant gratuities: Determining tip rate. *American Journal of Economics and Sociology*, 56(2), 187-203.
- Bodvarsson, Ö. B., Luksetich, W. A., & McDermott, S. (2003). Why do diners tip: Rule-of-thumb or valuation of service? *Applied Economics*, 35(15), 1659-1665.
- Bozkurt, Y. S. (2017). *Kuşak farklılıklarına göre internetten satın alma ve turizm alışkanlıkları* [Tourism habits and buying tourism products from the internet: A study based on generation differences] (Unpublished master's thesis). Yasar University, İzmir, Turkey.
- Chen, H. (2010). *Advertising and generational identity: A theoretical model*. Paper presented at the Academy of Advertising Conference, Minneapolis, MN. Retrieved from <https://www.tib.eu/en/search/id/BLCP%3ACN076830506/Advertising-and-Generational-Identity-A-Theoretical/>
- Crumpacker, M., & Crumpacker, J. M. (2007). Succession planning and generational stereotypes: Should HR consider age-based values and attitudes a relevant factor or a passing fad? *Public Personnel Management*, 36(4), 349-369.
- Devrani, T. K. (2014). Kişisel değerlerin bahşiş vermeye karşı tutum üzerindeki etkisi [The effect of personal values on attitude toward tipping]. *AKÜ İİBF Dergisi*, 16(2), 91-104.
- Ferguson, C. J. (2009). An effect size primer: A guide for clinicians and researchers. *Professional Psychology: Research and Practice*, 40(5), 532-538.
- Fernandez, G. A. (2004). The tipping point: Gratuities, culture and politics. *Cornell Hotel and Restaurant Administration Quarterly*, 45(1), 48-51.
- Garrity, K., & Degelman, D. (1990). Effect of server introduction on restaurant tipping. *Journal of Applied Social Psychology*, 20(2), 168-172.

- Keleş, H. N. (2011). Y kuşağı çalışanlarının motivasyon profillerinin belirlenmesine yönelik bir araştırma [A research on determining motivation profiles of generation Y employees]. *Organizasyon ve Yönetim Bilimleri Dergisi*, 3(2), 129-139.
- Kinard, B. R., & Kinard, J. L. (2013). The effect of receipt personalization on tipping behavior. *Journal of Consumer Behaviour*, 12(4), 280-284.
- Lancaster, L. C., & Stillman, D. (2002). When generations collide: Who they are. Why they clash. How to solve the generational puzzle at work. New York, NY: Harper Business.
- Lynn, M., & Katz, B. (2013). Are Christian/religious people poor tippers? *Journal of Applied Social Psychology*, 43(5), 928-935.
- Lynn, M., & McCall, M. (2009). Techniques for increasing servers' tips: How generalizable are they? *Cornell Hospitality Quarterly*, 50(2), 198-208.
- Lynn, M., & Mynier, K. (1993). Effect of server posture on restaurant tipping. *Journal of Applied Social Psychology*, 23(8), 678-685.
- Lynn, M., & Sturman, M. (2010). Tipping and service quality: A within-subjects analysis. *Journal of Hospitality & Tourism Research*, 34(2), 269-275.
- Lynn M., Zinkhan G. M., & Harris J. (1993). Consumer tipping: A cross-country study. *Journal of Consumer Research*, 20(3), 478-488.
- McCall, M., & Lynn, A. (2009). Restaurant servers' perceptions of customer tipping intentions. *International Journal of Hospitality Management*, 28(4), 594-596.
- Miller, B. (2010). Compensation practices in restaurants and the impact on service quality. *Journal of Foodservice Business Research*, 13(1), 24-35.
- Parrett, M. (2006). An analysis of the determinants of tipping behavior: A laboratory experiment and evidence from restaurant tipping. *Southern Economic Journal*, 73(2), 489-514.
- Phanthong, R., & Settanaranon, W. (2011). *Differences of consumers' perception and attitude towards marketing communication through media: Comparison generation X, Y, and Z in Thailand* (Master Thesis, Malardalen University). Retrieved from <http://www.diva-portal.org/smash/get/diva2:426460/FULLTEXT01.pdf>
- Rind, B., & Bordia, P. (1996). Effect on restaurant tipping of male and female servers drawing a happy, smiling face on the backs of customers' checks. *Journal of Applied Social Psychology*, 26(3), 218-225.
- Rind, B., & Strohmetz, D. (1999). Effect on restaurant tipping of a helpful message written on the back of customers' checks. *Journal of Applied Social Psychology*, 29(1), 139-144.
- Rind, B., & Strohmetz, D. (2001). Effect on restaurant tipping of presenting customers with an interesting task and of reciprocity. *Journal of Applied Social Psychology*, 31(7), 1379-1384.
- Sanaei, M., Javernick-Will, A. N., & Chinowsky, P. (2013). The influence of generation on knowledge sharing connections and methods in construction and engineering organizations head quartered in the US. *Construction Management and Economics*, 31(9), 991-1004.
- Seiter, J. S., & Gass, R. H. (2005). The effect of patriotic messages on restaurant tipping. *Journal of Applied Social Psychology*, 35(6), 1197-1205.
- Seiter, J. S., & Weger Jr. H. (2013). Does a customer by any other name tip the same? The effect of forms of address and customers' age on gratuities given to food servers in the United States. *Journal of Applied Social Psychology*, 43(8), 1592-1598.
- Smola, K. V., & Sutton, C. D. (2002). Generational differences: Revisiting generational work values for the new millennium. *Journal of Organizational Behavior*, 23(4), 363-382.
- Tse, A. C. (2003). Tipping behaviour: A disconfirmation of expectation perspective. *International Journal of Hospitality Management*, 22(4), 461-467.
- Twenge, J. M., Campbell, S. M., Hoffman, B. J., & Lance, C. E. (2010). Generational differences in work values: Leisure and extrinsic values increasing, social and intrinsic values decreasing. *Journal of Management*, 36(5), 1117-1142.
- Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3(4), 1.
- Zeeshan, A., & Iram, A. (2012). Generational diversity: Strategies to bridge the diversity gap. *International Journal of Engineering and Management Sciences*, 3(3), 315-318.