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To Tip or Not to Tip: Demographic, Behavioral, and Cultural Drivers of Tipping Practices in Russia

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Abstract.

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To Tip or Not to Tip: Demographic, Behavioral, and Cultural Drivers of Tipping Practices in Russia.

Tipping is a widespread yet complex practice that plays a central role in the hospitality industry. It is simultaneously an economic exchange, a social norm, and a signal of customer satisfaction.

While tipping has been extensively researched in the United States and parts of Western Europe, there is a notable lack of empirical evidence from Russia and Eastern Europe, despite the cultural and economic differences that shape hospitality practices in these regions.

This thesis addresses this gap by investigating tipping behavior in Russian restaurants. The study is guided by three research questions: What factors influence whether customers leave a tip in Russian restaurants? What factors determine the amount tipped by customers? How do demographic, behavioral, and perceptual variables interact in explaining tipping behavior?

To answer these questions, a structured online survey was conducted among restaurant customers in Russia between February and March 2025, yielding 69 valid responses. The data were analyzed using descriptive statistics, logistic regression, and multiple linear regression.

The findings indicate that behavioral and contextual factors—such as group size, bill payer, and dining frequency—play the most significant role in shaping tipping behavior. Demographic factors (age, gender, education) were not significant predictors of tip amounts, while perceptual factors showed mixed results: service quality had a positive effect, but food quality and cleanliness did not.

By addressing an underexplored context, this study confirms some international findings while challenging others, thereby contributing to the broader literature on tipping behavior and offering practical insights for restaurant managers in Russia.

Keywords: tipping, hospitality industry, consumer behavior, Russia, service quality, demographics, restaurant management

Resumo

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To Tip or Not to Tip: Demographic, Behavioral, and Cultural Drivers of Tipping Practices in Russia.

A gorjeta é uma prática generalizada, mas complexa, que desempenha um papel central na indústria da hospitalidade. Simultaneamente, constitui uma troca económica, uma norma social e um sinal de satisfação do cliente.

Esta dissertação procura colmatar essa lacuna, investigando o comportamento de gorjeta em restaurantes russos. O estudo foi orientado por três questões de investigação: Que fatores influenciam a probabilidade de os clientes deixarem gorjeta em restaurantes na Rússia? Que fatores determinam o montante da gorjeta deixada pelos clientes? Como interagem as variáveis demográficas, comportamentais e percecionais na explicação do comportamento de dar gorjeta?

Para responder a estas questões, foi realizado um inquérito online junto de clientes de restaurantes na Rússia, entre fevereiro e março de 2025, resultando em 69 respostas válidas. Os dados foram analisados através de estatísticas descritivas, regressão logística e regressão linear múltipla.

Os resultados indicam que os fatores comportamentais e contextuais—como o tamanho do grupo, a responsabilidade pelo pagamento da conta e a frequência das visitas—têm o maior impacto no comportamento de dar gorjeta. Os fatores demográficos (idade, género, escolaridade) não revelaram influência significativa, enquanto os fatores percecionais mostraram efeitos mistos: a qualidade do serviço teve impacto positivo, mas a qualidade da comida e a limpeza não se revelaram determinantes.

Ao explorar este contexto ainda pouco estudado, a investigação confirma alguns resultados internacionais e desafia outros, contribuindo assim para a literatura sobre o comportamento de dar gorjeta e oferecendo implicações práticas relevantes para a gestão de restaurantes na Rússia.

Palavras-chave: gorjeta, indústria da hospitalidade, comportamento do consumidor, Rússia, qualidade do serviço, demografia, gestão de restaurantes

Table of Contents

1. Introduction	9
2. Literature review	10
3. Hypotheses	16
4. Methodology and research design.....	18
5. Analysis.....	23
6. Regression model.....	28
7. Limitations and Further Research	31
8. Conclusion.....	32
Bibliography.....	35
Appendix	37

List of Tables:

Table 1: Model summary	29
Table 2: Output regression analysis	30
Table 3: Hypotheses and Results	31

List of Figures:

Figure 1: Research Design	19
Figure 2: Proposed Model	20

In preparing this thesis, ChatGPT, specifically the GPT-4 version was used to assist with language refinement and to help with the initial layout and structure. This tool was utilized solely to enhance the clarity and presentation of the writing, ensuring it was well-organized and professionally formatted. It is important to note that ChatGPT was not used to generate any of the content or conduct any research for this thesis; all ideas, analysis, and conclusions presented are entirely my own.

1. Introduction

Motivation and Context

Tipping holds a special place in the international hospitality sector. It is a symbolic expression of gratitude, a social norm, and a financial exchange all at once. Tipping has been strongly ingrained in many nations, particularly the US, and accounts for a sizeable amount of service workers' pay. Other cultures, like Europe, have very different customs. While tipping is still considered a discretionary or even uncommon gesture in some nations, it is an accepted norm in others. These variations demonstrate how intricate tipping is as a cultural and behavioral phenomenon.

Tipping is also a serious issue for the hospitality industry. From a managerial standpoint, tips have an impact on employee motivation, work satisfaction, and turnover, which in turn shapes customer satisfaction and service quality. Tips frequently account for a sizeable portion of an employee's overall income and have a big impact on their financial security. Tipping is intimately related to societal expectations, cultural norms, and fairness views from the customer's point of view. When combined, these factors show that tipping is a complex social activity with broad theoretical and practical ramifications rather than just being an economic issue.

Despite decades of study, the United States and a few Western European nations account for the majority of what is currently known about tipping. Russia and a big portion of Eastern Europe, on the other hand, are still mostly missing from empirical research. The cultural and economic circumstances in these areas are very different from those in the contexts where tipping has been most extensively researched, making this disparity noteworthy. For instance, although it's commonly believed that service quality is a major factor in tipping, previous studies have yielded conflicting results, and it's still unclear how much of an impact these characteristics have in nations like Russia.

My motivation to learn more about this subject stems from both intellectual and personal reasons. As someone who has worked in the hospitality sector, I have seen firsthand how important tips are in influencing customer happiness, workplace culture, and employee behavior. These encounters prompted the question of whether traditional theories of tipping—like the impact of group dynamics, demography, or service perceptions—apply equally in the Russian setting or if different trends show up.

Therefore, this study aims to fill two gaps in the literature: first, it fills a theoretical and geographical gap; second, it provides information that could help restaurant managers in Russia better understand and manage tipping practices among their employees and customers.

The goal of this thesis is to investigate the factors that influence tipping behavior in Russian restaurants in light of these incentives as well as the research gaps found in the body of existing literature (described in Chapter 2). Three interconnected goals serve as the basis for the analysis:

1. To determine the elements that affect the probability of leaving a tip in Russian dining establishments.
2. To examine the factors that influence tip size, with an emphasis on behavioral, perceptual, and demographic aspects.
3. To expand current theoretical models to the Russian setting by investigating the ways in which demographic, behavioral, and perceptual factors interact to shape tipping habits.

From these objectives, the following research questions are derived:

- **RQ1:** What factors influence whether customers leave a tip in Russian restaurants?
- **RQ2:** What factors determine the amount tipped by customers?
- **RQ3:** How do demographic, behavioral, and perceptual variables interact in explaining tipping behavior?

To answer these questions, the thesis develops a set of hypotheses (see **Hypotheses chapter**) that reflect three main groups of potential determinants: **demographic characteristics** (H1.1–H1.3), **behavioral and contextual factors** (H2.1–H2.3), and **perceived service attributes** (H3.1–H3.3). These theories are based on earlier research discussed in the literature review and are empirically tested with survey data gathered in Russia. Later on I present the findings, and then discuss them in light of theoretical arguments and real-world applications.

2. Literature review

The Economics and Social Norms of Tipping

Tipping behavior combines psychological drive, social expectations, and cultural customs. Decades of studies show that tipping is often motivated by variables unrelated to the actual

service rendered, despite being generally characterized as a logical reaction to excellent treatment. It serves as a self-presentation tool, a social ritual, and a way to maintain socially acceptable conduct. Tipping is the perfect lens through which to examine human behavior in the hospitality industry because of its intricacy.

Tipping is not influenced by actual service results, but rather by cultural and societal customs. Tipping is a self-enforcing norm, according to Azar (2007), wherein individuals tip because they think it's required and the expectation endures since most people still tip. This means that tipping is more about following alleged social norms than it is about appreciating good service. This opinion is supported by Jahan (2018), who demonstrates that cultural and demographic factors—such as gender, race, and country of origin—have a greater impact on tipping behavior than income level. According to Lynn and Grassman (1990), tipping serves more as a means of obtaining social acceptance than as a means of obtaining future better service. Consumers do not tip because they think it will influence the next transaction, but rather because it seems socially acceptable.

Economic Signaling and Tipping as Performance

Tipping serves as a signaling mechanism as well. Tipping is a way for customers to show off their riches, generosity, or social skills. Tipping, according to Azar (2020) and Lynn (2006), enables patrons to control their appearance in front of staff and other diners, particularly when they are footing the bill themselves. Although it's a common misconception that tipping increases with money, this is not always the case. Income by itself was not a significant predictor, according to Jahan (2018). Rather, factors that were often associated with wealth, such city of residence and educational attainment, were more strongly associated with tipping behavior. This lends credence to the notion that tipping has less to do with actual buying power and more to do with perceived social identity.

Dewald (2003) also discovered that tipping was influenced by the mode of payment: consumers who paid with cash paid more than those who used cards, particularly if they felt they got a fair deal. Although studies reveals that service quality has a limited influence, it is often touted as the primary reason why consumers tip. Meta-analyses by Lynn (2001) and Lynn & McCall (2016) revealed that tip amounts are influenced by service quality, but seldom and weakly. Expectations about the eating experience, client mood, and server friendliness are more potent indicators. This is consistent with research by Mok & Hansen (1999), who found that tip size was more strongly correlated with service and plans to return than with the quality of the meal.

Interestingly, psychological factors like customer gender and group size also influence tipping, according to Lynn & Latané (1984). For instance, bigger groups were linked to lower tip amounts per individual, confirming your evidence that group size might reduce tipping responsibilities. Personal characteristics and alcohol intake were also shown to be tipping predictors by Cho (2014) and Lynn (1988), underscoring the importance of situational and emotional elements. Harris (1995) shown that waiters are considerably more knowledgeable about factors related to tipping than customers. Customers relied on hazy perceptions, whereas waiters mentioned things like friendliness, location, and apparent effort. This discrepancy helps to explain why better service does not always result in larger tips.

Behavioral repetition is another recurring issue in tipping literature. Tipping motives are divided into three categories by Lynn (2006): duty, emotional fulfillment, and reciprocity. While infrequent diners may see tipping as a component of a "special occasion" framework when generosity is heightened, frequent diners are likely to perceive tipping as a routine, normative activity. According to Lynn (2017), tipping continues because of tradition and inertia even when it is no longer associated with performance. Tipping's social purpose surpasses its economic one, therefore the weak links between tipping and service quality do not interfere with the practice. Tipping is more than simply a business transaction. It is a complex social activity with roots in performative conventions, psychological forces, and cultural expectations. Studies regularly demonstrate that the impact of characteristics like income, mode of payment, and service quality on tipping behavior is minimal. Instead, far more power is wielded by demographics, perceived social roles, emotional context, and bill payers.

The purpose of this research is to contribute to this expanding body of data. It demonstrates that although characteristics like the quality of the food and drink have minimal bearing on tipping behavior in Russia, it is influenced by factors like education level, city of residence, frequency of eating, and bill responsibility. These results are consistent with a wide variety of literature, including more recent psychological and cross-cultural research, Lynn's behaviorist framework, and Azar's rational-irrational tipping models.

Determinants of Tipping Behavior

Tipping is influenced by a variety of interrelated factors, including psychological reactions, environmental context, cultural background, and demographic characteristics. Although it's often believed that service quality is the primary factor influencing tips, studies have shown that a number of other factors frequently have a greater influence. The main elements that have

been shown to influence both the possibility of tipping and the amount tipped are reviewed in this section.

When predicting tipping behavior, demographic traits are crucial. Tipping is regularly demonstrated to be positively correlated with age, wealth, and education. Because they may have more spare cash or have internalized social norms more deeply, older people are more inclined to tip and leave larger tips (Azar, 2007; Lynn, 2006). This trend was supported by your research, which showed that respondents who were older and more educated were far more inclined to leave tips.

Although there is conflicting data in the literature, it is often considered that income affects tipping. After controlling for other factors, Jahan (2018) discovered that tipping behavior was not directly influenced by wealth. Rather, tipping seems to be more closely linked to cultural and social conventions than to financial means.. Women seem to tip a little less than males, according to certain research (Lynn & Latané, 1984), but other studies indicate no discernible differences.

Despite the widespread belief that tipping is most directly influenced by service quality, the correlation is not as significant as one would anticipate. After reviewing a large number of research, Lynn (2001) came to the conclusion that tip size is influenced by service quality, but this relationship is often modest. Numerous meta-analyses have backed this up, such as Lynn & McCall (2016), who highlighted that customer satisfaction and server friendliness are considerably more reliable indicators than objective service quality.

Mok and Hansen (1999) found no significant correlation between tip size and meal quality, but they did find a higher correlation between tip size and service quality, especially when linked to consumers' desire to return. Further complexity is added by your research, which shows that while service quality was marginally related to the chance of tipping, it had no effect on the amount that consumers tipped. Cleaning and the quality of the food and beverages had no discernible impact on the quantity or frequency of tips. Harris (1995) discovered that servers are more inclined than customers to ascribe tipping choices to factors linked to service, in other words, while consumers base their judgments on other indicators, service personnel may overestimate the importance of performance in deciding tip amount.

Tipping behavior is strongly influenced by situational circumstance. The significance of who foots the cost was one of your analysis's most obvious conclusions. Tipping and bigger tips were far more common among customers who paid the bill themselves. This illustrates the psychological burden of accountability—the societal obligation to tip rises when a person is clearly completing the transaction (Azar, 2011).

The size of the group affected tip behavior as well. The tip amount per participant tended to decline as the number of the group rose. This is consistent with research by Lynn & Latané (1984), who proposed that reduced donations per diner result from tipping duty being dispersed in bigger groups. The frequency of restaurant visits was another powerful contextual variable. It's interesting to note that patrons who ate out either extremely regularly or very seldom left more consistent tips than those who ate out somewhat frequently. This bolsters Lynn's (2006) argument that frequent diners often tip, while infrequent guests can pay more liberally due to a "special occasion" mentality.

However, the data revealed no apparent effect of the payment method, which runs counter to some previous findings. Customers in Hong Kong who paid with cash left larger tips than those who used credit cards, according to Dewald's (2003) research. This is probably because cash transactions are more visible and immediate.

Culture has a big influence on tipping customs. According to Gössling et al. (2020), tipping customs vary across Europe, with some nations seeing it as the norm while others view it as optional or even improper. Comparing tipping in Israel with the United States, Azar (2010) showed that the latter had more discretionary behavior while the former had strong tipping rules. These cultural and geographical variations highlight the fact that tipping behavior cannot be examined in a vacuum, apart from its larger social context. Lynn (2006) also pointed out that expectations and the meaning of tipping are influenced by culture. Tipping is seen as a reward in some nations and as an insult or needless additional in others.

Regression-based techniques are often used in empirical models of tipping behavior to separate the effects of various factors. Lynn (2001) developed fundamental models that demonstrated greater demographic and behavioral determinants and less service-quality impacts. In addition, Kim, Nemeschansky, and Brandt (2017) emphasized that tip results are influenced by both customer and staff variables by considering work environment and individual server traits. Age, education level, city of residence, frequency of eating, and who paid the bill were all shown to be significant predictors of tipping probability in your study using logistic regression. Service ratings and food/drink quality did not predict tip amount, but bill size, party size, and bill responsibility did, according to linear regression.

These results provide credence to the literature's more general conclusion that tipping is a behavior impacted by a confluence of environmental, psychological, and demographic factors rather than just performance.

Research Gap and Justification for This Study

Despite decades of research on tipping, much of the literature remains focused on North America and Western Europe, with little empirical data available from Eastern Europe or Russia. This geographic imbalance has created a blind spot in hospitality research—particularly problematic given the cultural and economic differences that shape service interactions across regions. This study seeks to address that gap while also tackling unresolved questions within the tipping literature itself.

While tipping has been extensively analyzed in the United States and studied in some parts of Europe (Gössling et al., 2020), there is virtually no detailed, data-driven research focused on Russia. In hospitality and tourism journals, tipping behavior in Eastern Europe is either generalized or overlooked entirely. Russia presents a unique cultural and economic context that does not neatly align with either the American “service-as-performance” tipping culture or the more reserved and mixed practices seen in continental Europe.

This study directly responds to that absence by generating original data from Russian restaurant-goers. By capturing both tipping likelihood and amount, and linking them to demographic, perceptual, and behavioral factors, this research provides a rare look into consumer-side tipping dynamics in the Russian market. It also establishes a starting point for broader comparative research within Eastern Europe.

The continuous discussion over the connection between tipping and service quality is another significant gap in the research. On the one hand, it's often believed that larger tips result from providing excellent service. However, several research have shown that this relationship is weak, erratic, or context-dependent (Lynn, 2001; Lynn & McCall, 2016; Jahan, 2018). While some research (Mok & Hansen, 1999) have demonstrated that tip size and return intentions are influenced by service quality, others contend that tipping is more influenced by customer mood and social standards than by actual performance (Lynn & Grassman, 1990). This research adds fresh data to the discussion. Despite being asked to judge cleanliness, food, drink, and service quality, survey respondents' scores did not substantially predict tip amounts. The chance of tipping was very slightly impacted by service quality, and tip size was unaffected. These results confirm the increasing agreement that tipping is more about meeting societal expectations or preserving one's self-image than it is about assessing service (Azar, 2020; Dewald, 2003). This study helps identify which variables really influence tipping choices and which do not by specifically examining service quality in conjunction with a number of other predictors, such as who paid the bill, how often you eat, and the size of your group. In addition to resolving the

uncertainty in earlier research, this provides additional detailed information regarding future studies.

3. Hypotheses

Based on the insights obtained from the literature review and considering the specificities of tipping practices in the hospitality industry, the hypotheses for this study were developed in relation to the research questions outlined in the introduction. The hypotheses reflect the main demographic, behavioral, contextual, and perceptual factors that previous studies have identified as central drivers of tipping behavior.

Demographic factors and tipping behavior

Demographic characteristics are widely recognized as influential determinants of tipping behavior. Previous studies have demonstrated that age is positively correlated with tipping, as older individuals are more likely to leave tips and in larger amounts (Azar, 2007; Lynn, 2006). Gender differences have been explored extensively, with some studies reporting that men tend to tip more than women, while others found no significant differences (Lynn & Latané, 1984; Jahan, 2018). Education has also been linked to tipping, as higher levels of education are often associated with greater adherence to social norms and more generous tipping practices (Lynn, 2006; Gössling et al., 2020). Based on these findings, the following hypotheses are formulated:

H1.1: Age has a significant effect on the amount tipped by customers in restaurants.

H1.2: Gender has a significant effect on the amount tipped by customers in restaurants.

H1.3: Education has a significant effect on the amount tipped by customers in restaurants.

Behavioral and contextual factors and tipping behavior

Tipping is also strongly influenced by situational and contextual variables. Research has shown that group size affects tipping patterns, as tips per person tend to decrease when the size of the dining party increases, reflecting a diffusion of responsibility effect (Lynn & Latané, 1984). The role of the bill payer has been highlighted as well, with studies showing that individuals paying the bill themselves are more likely to tip and to leave larger tips, due to the perceived responsibility associated with the act (Azar, 2011). Additionally, visit frequency can influence tipping: frequent diners may view tipping as a normative routine, while infrequent diners may

tip more generously in “special occasion” contexts (Lynn, 2006). Accordingly, the following hypotheses are proposed:

H2.1: Group size has a significant effect on the amount tipped by customers in restaurants.

H2.2: Bill payer has a significant effect on the amount tipped by customers in restaurants.

H2.3: Visit frequency has a significant effect on the amount tipped by customers in restaurants.

Perceived service attributes and tipping behavior

Although tipping is often assumed to be a direct reflection of service quality, the empirical evidence has been inconsistent. Meta-analyses indicate that service quality only weakly predicts tip amounts, with other factors such as customer mood or social norms often being stronger determinants (Lynn, 2001; Lynn & McCall, 2016). Nevertheless, perceptions of service-related attributes such as food quality, service quality, and cleanliness continue to play a role in customer evaluations of the dining experience (Mok & Hansen, 1999; Harris, 1995). These attributes may influence customers’ willingness to tip even if their effect is weaker compared to demographic or contextual factors. Therefore, the following hypotheses are proposed:

H3.1: Food quality has a significant effect on the amount tipped by customers in restaurants.

H3.2: Service quality has a significant effect on the amount tipped by customers in restaurants.

H3.3: Cleanliness has a significant effect on the amount tipped by customers in restaurants.

Altogether these hypotheses are in agreement with the research questions stated in the introduction. In order to better understand what factors affect the likelihood and magnitude of tips, the first set (H1.1–H1.3) examines how demographic traits shape tipping behavior. In order to further understand how situational dynamics impact tipping habits, the second set (H2.1–H2.3) looks at behavioral and contextual aspects such group size, bill payment responsibility, and dining frequency. Last but not least, the third set (H3.1–H3.3) examines how patrons see food, service, and cleanliness, enabling an evaluation of whether and how service-related factors influence tipping choices.

All of those hypotheses work together to offer a methodical framework for examining the factors that influence tipping in Russia and addressing the main inquiries of why patrons leave tips, how much they tip, and the ways in which various elements interact during this act.

4. Methodology and research design

Building on the theoretical framework laid out in the preceding section, this chapter is devoted to empirical research. It describes the methodological steps taken to answer the research question and assess the hypotheses outlined in the part before this one.

Research design

This study adopts a quantitative research design, supported by insights from the literature review, to empirically investigate the determinants of tipping behavior in Russia. The research design is aligned with the explanatory nature of the study, as the primary objective is to test theoretically derived hypotheses and assess the statistical significance of relationships between tipping and its potential predictors.

Quantitative methods are particularly suitable for this research because they allow for the systematic testing of hypotheses and the identification of patterns across a large dataset (Döring & Bortz, 2016). By applying statistical models, the study evaluates how demographic, behavioral, contextual, and perceptual variables influence tipping behavior, and whether interaction effects exist between them. The explanatory interest of this analysis lies in verifying and extending theories established in previous tipping literature (e.g., Lynn, 2001; Azar, 2007; Gössling et al., 2020).

The dependent variable in this study is the tip amount, measured in monetary value as reported by respondents. The independent variables include demographic characteristics (age, gender, education), behavioral and contextual variables (group size, bill payer, visit frequency), and perceptual factors (food quality, service quality, cleanliness). Interaction terms are also introduced to examine whether demographic variables moderate the relationship between service perceptions and tipping behavior.

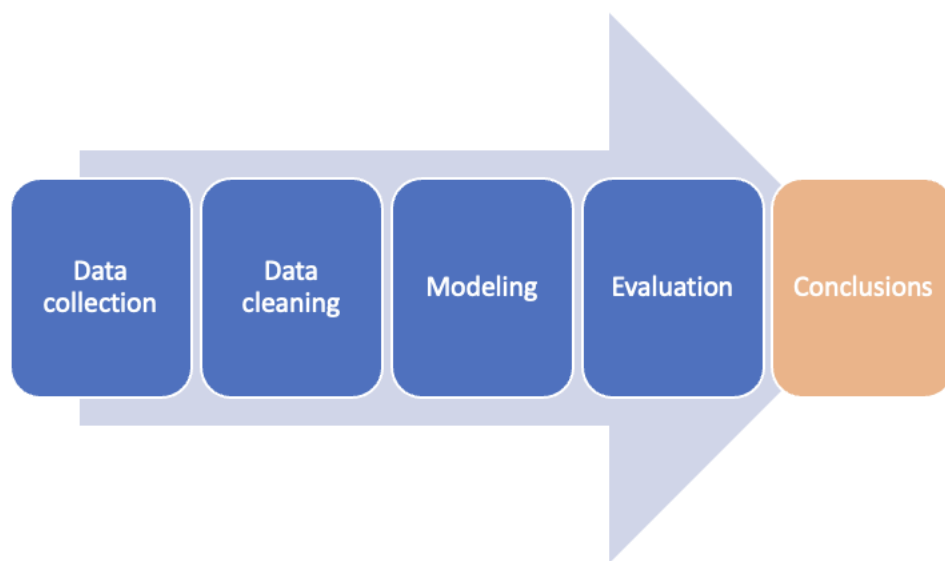
A multiple linear regression model was selected as the core analytical method, as it enables the simultaneous examination of several independent variables and their relative contributions to explaining variations in tip amounts. This approach is consistent with previous quantitative research in the hospitality sector that has employed regression-based methods to disentangle the effects of demographic, behavioral, and perceptual factors on tipping (Lynn & McCall, 2016; Kim et al., 2017).

The data were collected using a structured survey distributed among restaurant customers in Russia. This method was chosen to ensure standardized data gathering, allowing for comparability across respondents while also capturing a diverse range of tipping experiences.

The survey instrument was informed by prior studies (e.g., Gössling et al., 2020) and adapted to the Russian context, ensuring cultural and geographic relevance.

Given the limited availability of large-scale empirical studies on tipping behavior in Russia, the research design places emphasis on generating original quantitative evidence while remaining attentive to the limitations of self-reported survey data, such as social desirability bias. Nevertheless, this structured design provides a solid framework for answering the research questions and testing the proposed hypotheses.

Figure 1: Research Design



Source: Own graphical representation

Model definition

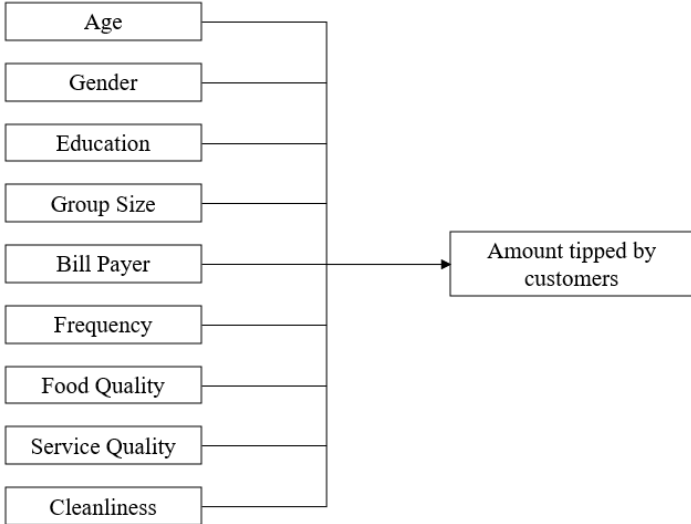
The objective of this study is to examine the factors that influence tipping behavior in restaurants in Russia, focusing specifically on the determinants of the tip amount. As outlined in the literature review, tipping is shaped by a combination of demographic, behavioral, contextual, and perceptual factors, as well as by possible interaction effects between these variables.

Based on the research questions and hypotheses presented in the Introduction, the proposed model seeks to test whether demographic characteristics (age, gender, education), behavioral and contextual factors (group size, bill payer, visit frequency), and perceptual evaluations (food quality, service quality, cleanliness) significantly explain variations in tip amounts.

The dependent variable in the model is the tip amount (continuous, measured in local currency units, RUB). The independent variables are categorized into three main groups: demographic factors (age, gender, and education), behavioral and contextual factors (group size, bill payer and frequency of restaurant visits) and perceptual factors (subjective evaluations of food quality, service quality, and cleanliness).

A multiple linear regression model is employed to evaluate the hypotheses. This method enables the assessment of the relative importance of each independent variable in predicting the dependent variable while controlling other factors. To control the connection between the tip amount and the bill amount, the latter was introduced as a control variable into the model.

Figure 2: Proposed Model



Source: Own graphical representation

This model builds directly on previous empirical studies in tipping research, while extending the analysis to the underexplored Russian context. It thus provides a robust framework for evaluating the proposed hypotheses and contributes to filling the geographic and theoretical gap identified in the literature.

Data collection method

In order to test the proposed hypotheses, data was collected using an online questionnaire, which allowed the researcher to efficiently reach a relatively large number of respondents within a short period of time (Reinders et al., 2015). The survey link was shared through digital

channels and complemented with in-person distribution to maximize response rates. Participation was restricted by a single control characteristic: respondents had to dine in Russia. This ensured that the study was conducted within a consistent cultural and institutional context for tipping behavior. The questionnaire was open between February 3, 2025 and April 4, 2025.

Questionnaire Design and Variables

The data for this study was collected through a structured online questionnaire administered via Qualtrics (see in the Appendix). The instrument was designed to examine factors influencing tipping behavior in Russian restaurants, based on established determinants in the literature. It covered demographic, behavioral, contextual, and perceptual aspects, all of which have been identified as central to understanding tipping (Azar, 2007; Lynn, 2006; Gössling et al., 2020).

The survey included multiple-choice, Likert-type, and open-ended numerical items to balance comparability with the richness of self-reported data (Lynn, 2001). The questionnaire was divided into three sections: (i) socio-demographic profile, (ii) dining habits and tipping behavior, and (iii) evaluations of restaurant experience. This structure ensured logical flow and reduced cognitive fatigue among respondents (Döring & Bortz, 2016).

The questionnaire captured both dependent and independent variables. The dependent variables of interest were the tipping decision and the amount of the tip. The tipping decision was measured by asking respondents whether they had left a tip on their most recent restaurant visit, resulting in a binary outcome variable. This distinction between tipping and not tipping has been widely used in hospitality research to separate the likelihood of tipping from the magnitude of the tip (Lynn & McCall, 2016). For those who indicated that they left a tip, the follow-up question requested the amount in rubles. Respondents also specified whether the amount was determined as a fixed sum or as a percentage of the total bill, enabling the analysis to capture both absolute and relative measures of tipping behavior.

The independent variables can be grouped into three main categories. First, demographic variables included age, gender, education level, and city of residence. These variables serve as important controls, as numerous studies have documented their influence on tipping behavior. For instance, older and more educated individuals have been found to be more likely to leave a tip, while findings regarding gender differences remain mixed (Azar, 2007; Lynn & Latané, 1984).

Second, behavioral and contextual variables were measured to capture situational determinants of tipping. These included the frequency of dining out, the number of people in the dining party, who was responsible for paying the bill, and the size of the bill itself. Dining frequency reflects how routinized tipping behavior may become, with both frequent and infrequent diners displaying distinct tipping norms (Lynn, 2017). Group size was measured by asking respondents how many people were in their party, as larger groups often lead to smaller contributions per individual due to diffusion of responsibility (Lynn & Latané, 1984). The role of the bill payer was included because prior research has shown that individuals who take financial responsibility are more likely to tip (Azar, 2011). The bill amount was also measured, as larger bills are strongly associated with larger tips, whether expressed as absolute values or percentages (Lynn, 2002).

Third, the survey accounted for the mechanics of tipping itself by asking about the method of calculating and delivering the tip. The tip calculation method distinguished between respondents who determined the tip as a percentage of the bill and those who chose a fixed sum. This allows testing whether customers rely more on cultural norms, such as the widely expected “10% rule,” or on personal discretion (Azar, 2020). In addition, the method of tipping was recorded, with options including cash, card, or mobile application. These distinctions capture changes in consumer practices brought about by digitalization, as earlier studies have shown differences in tipping behavior depending on whether the transaction is conducted in cash or electronically (Dewald, 2003; Gössling et al., 2020).

Finally, perceptual factors were measured through a 0–10 scale evaluating food quality, service quality, cleanliness, and beverage quality. These items were included to test the contested relationship between customer satisfaction and tipping. Although service quality is commonly assumed to drive tips, empirical studies have shown that its influence is often weak and inconsistent (Lynn, 2001; Lynn & McCall, 2016). Including multiple perceptual dimensions makes it possible to examine whether specific aspects of the dining experience—beyond service alone—play a role in tipping decisions.

The inclusion of these variables follows theoretical and empirical evidence from prior tipping studies. Demographics serve as baseline controls for heterogeneity in behavior (Lynn, 2006). Contextual variables such as group size and payer capture situational determinants of tipping (Lynn & Latané, 1984; Azar, 2011). Payment method and bill size provide further insight into transactional factors (Dewald, 2003). Finally, service quality and related perceptual items were

included to test the debated link between satisfaction and tipping, where prior studies found weak or inconsistent effects (Lynn, 2001; Lynn & McCall, 2016).

5. Analysis

This chapter presents the analysis of the survey data in order to investigate the factors influencing tipping behavior in restaurants. The aim is to examine whether demographic, behavioral, and service-related variables significantly explain variation in the amount tipped, while controlling for the bill amount. A quantitative approach was adopted, and multiple regression analysis was applied as outlined in the methodological chapter.

In total, 82 responses were initially collected. After screening for completeness and consistency, 69 valid responses were retained for statistical analysis. The data analysis proceeded in three stages. First, the dataset was cleaned and prepared to ensure clarity and suitability for regression modeling. Second, diagnostic tests were conducted to examine the assumptions underlying multiple linear regression. Finally, the regression analysis itself was carried out, and the results were evaluated with reference to the proposed hypotheses.

Data preparation

The raw dataset obtained from the survey required preprocessing before statistical analysis could be undertaken. As emphasized by Wamba (2017), data preparation is an essential stage in data analysis because ensuring that the dataset is consistent, clean, and properly formatted provides the foundation for accurate and insightful results. Accordingly, several steps were undertaken to prepare the dataset for regression.

First, the variable names were standardized to improve clarity and interpretability. Demographic variables were renamed as `age`, `gender`, and `education_level`, while contextual and service-related variables were labeled as `group_size`, `bill_payer`, `visit_frequency`, `service_quality`, `food_quality`, and `cleanliness`. Monetary variables were harmonized under the names `bill_amount` and `tip_amount`.

Second, categorical predictors were recoded into dummy variables to allow their inclusion in the regression model. For example, visit frequency, which was originally measured as a categorical variable with multiple response options, was transformed into four binary indicators, with one category omitted as the reference group. Similarly, `bill_payer` was coded

as a dummy variable indicating whether the respondent was the person paying the bill. Gender and education level were also treated as categorical predictors and entered into the regression as factors.

Third, the dependent variable was defined as the tip amount. Since tip amount is mechanically linked to bill size, `bill_amount` was included in the regression as a control variable in order to isolate the effects of demographic, behavioral, and service-related predictors. This specification ensures that the model accounts for variation in tipping that is not simply explained by the size of the bill.

Finally, the dataset was screened for missing or implausible values. Observations with incomplete responses, absent bill or tip amounts, or inconsistencies between reported tipping behavior and recorded amounts were removed. After this cleaning process, 69 valid observations remained and were used as the basis for the regression analysis presented in the subsequent sections.

Variables

Conducting a descriptive analysis represents an important preliminary step before the application of regression modeling. The purpose of this stage was to provide an overview of the dataset's general structure by examining key metrics such as the mean, median, range, and distribution, while also identifying potential outliers or missing values. Descriptive analysis is particularly valuable for detecting anomalies or unusual observations that might compromise the accuracy of subsequent models. In addition, it allows for the exploration of relationships among variables in order to verify whether they behave as theoretically expected. This provides a solid foundation for the analysis and highlights the need for any potential data adjustments prior to engaging in more advanced statistical techniques. The following section presents the variables used in the study together with their descriptive statistics. The summary statistics table can be found in the Appendix.

Dependent Variable

The dependent variable in this study is the *tip amount*, defined as the absolute monetary value left by customers in addition to the bill. In the sample of sixty-nine valid observations, the mean tip was approximately 212 RUB, with a standard deviation of 266 RUB. The minimum reported

tip was zero, while the maximum reached 1,136 RUB, illustrating considerable variation in tipping behavior. The distribution is positively skewed, with many customers leaving either no tip or modest amounts, alongside a small number of much higher tips. Such skewness is common in tipping research, as the decision to tip and the size of the gratuity often follow a non-symmetric distribution (Lynn, 2001). This variability underscores the importance of controlling for contextual and behavioral factors when explaining tipping behavior.

Independent and Control Variables

The control variable, *bill amount*, averaged 2,882 RUB (SD = 2,119), with a range between 200 RUB and 11,360 RUB. As expected, larger bills were generally associated with larger tips, reinforcing the need to include this variable in the model to avoid spurious conclusions.

Among the independent variables, *group size* ranged from one to six diners, with an average of 2.5 people. *Service quality* and *food quality* received relatively high ratings, averaging 8.7 and 9.1, respectively, on a 10-point scale, with most values clustering near the upper end. *Cleanliness* was also rated highly, with an average of 9.1, though with slightly greater variability. These high averages suggest that most respondents evaluated the restaurant experience positively, which may limit the ability of these variables to discriminate strongly in the regression model, however this cannot be stated at this point and serves only as an observation.

Visit frequency was re-coded into dummy variables representing rare visits, everyday visits, and visits approximately twice per week. The majority of respondents fell into the occasional or moderate frequency categories, while fewer reported visiting daily. The identity of the bill payer was also included as a dummy variable, distinguishing between respondents who paid the bill themselves and those where someone else was responsible.

Socio-demographic Data Characterization

The sample's socio-demographic characteristics provide context for the analysis. The average respondent age was 30.7 years (SD = 9.2), with a range from 15 to 52 years, indicating that the sample was skewed toward younger diners. This is consistent with prior studies showing that younger individuals tend to dine out more frequently and may exhibit different tipping norms compared to older cohorts (Lynn & Thomas-Haysbert, 2003).

In terms of gender, the sample was balanced between men and women. Previous research has suggested that gender can play a role in tipping behavior, with women sometimes reported as leaving smaller tips in absolute terms, though findings remain mixed across contexts (Lynn, 1997). The absence of significant gender effects in the present regression results suggests that, within this sample, gender differences were not decisive in shaping tipping behavior, however this also cannot be stated at this point and serves only as an observation.

Education levels were generally high, reflecting the urban and younger profile of the respondents. Education has occasionally been linked to higher tipping, as more educated individuals may adhere more closely to social norms of tipping or have greater disposable income (Azar, 2007). In this dataset, however, the regression results did not show consistent effects of education level, suggesting that contextual and service-related factors outweighed socio-demographic predictors.

With regard to categorical behavioral variables, most respondents reported visiting restaurants on a weekly or less frequent basis, while a smaller portion indicated dining out everyday. This distribution reflects the fact that restaurant visits are, for many, an occasional rather than daily occurrence. Regarding bill payment responsibility, the sample included both cases where the respondent was the payer and where another individual covered the bill.

Together, these socio-demographic and categorical patterns indicate that the sample was composed of relatively young, well-educated diners with balanced gender representation, visiting restaurants with varying frequency and under different payment arrangements. While demographic characteristics alone did not predict tip amounts, they provide essential background for understanding the customer base under investigation.

Testing Linear Regression Model Assumptions

For linear regression to yield valid and reliable outcomes, a number of fundamental assumptions must be met. The results of the diagnostic tests are summarized below. In general, the model appears suitable for the data, with only minor indications of potential non-linearity. These outcomes strengthen confidence in both the validity and reliability of the regression analysis, suggesting that the model is appropriately specified and that the observed relationships between the independent variables and the dependent variable are likely to be meaningful.

Nonetheless, while these diagnostics provide important support for the model, they do not ensure that all assumptions are perfectly fulfilled.

Independence of Errors

The Durbin–Watson test was applied to evaluate whether the residuals satisfied the independence assumption of the regression model. The obtained statistic of 1.73, being close to the benchmark value of 2, suggests little to no autocorrelation among the residuals. In addition, the p-value of 0.10 exceeds the conventional 0.05 significance level, indicating that there is no sufficient evidence to reject the null hypothesis of no autocorrelation. Therefore, the independence assumption for the residuals is met.

Homoscedasticity

The Breusch–Pagan test was applied to assess whether the regression model satisfied the assumption of homoscedasticity. The test yielded a statistic of 35.689 with 13 degrees of freedom and a corresponding p-value of 0.066. As the p-value exceeds the conventional significance threshold of 0.05, the null hypothesis of constant error variance cannot be rejected. This result indicates that there is no strong evidence of heteroscedasticity in the model.

Normality of Residuals

Another key assumption of linear regression concerns the normal distribution of residuals. This was examined using the Shapiro–Wilk test, which produced a p-value of 0.0588. As this value (even if just slightly) exceeds the 0.05 significance level, the null hypothesis of normality cannot be rejected. This outcome suggests that the residuals are likely normally distributed, thereby fulfilling the normality assumption.

Multicollinearity

In the next stage, we assessed the robustness of our model by calculating the independent variables for multicollinearity. All predictors returned VIF values well below the commonly accepted thresholds of 5, with a range from 1.001 to 3,161059. This outcome suggests that the explanatory variables are not excessively correlated with one another. Consequently, multicollinearity does not appear to pose a threat to the stability or interpretability of the regression coefficients in this model.

Linearity

The linearity assumption was assessed by inspecting the residuals versus fitted values plot, which can be seen in Appendix. Ideally, residuals should be randomly scattered around the horizontal axis, indicating that the model adequately captures the underlying linear relationship between the predictors and the dependent variable. In this case, however, the plot displays a slight downward curvature, with residuals tending to fall below zero at higher fitted values. This suggests that the regression model may not fully reflect the functional form of the relationship between the predictors and tip amount. Although the deviation from linearity is not pronounced, the pattern points to some degree of model misspecification. Consequently, the results should be interpreted with caution, recognizing that non-linear effects may remain unaccounted for in the current specification.

6. Regression model

To test the nine hypotheses formulated in Chapter 3 (and thus, answer the research questions) the regression model specified in the earlier chapters was estimated. This involved the application of a multiple linear regression analysis with tip amount as the dependent variable. All relevant independent variables were included in the model: age, gender, education, group size, bill payer, visit frequency, food quality, service quality, and cleanliness. In addition, bill amount was entered as a control variable in order to account for the strong mechanical relationship between the size of the bill and the tip left by the customer. Including this control variable ensured a more accurate estimation of the effects of the independent predictors of interest.

For the categorical predictors gender, education, bill payer, and visit frequency, dummy variables were created. To avoid perfect multicollinearity, one category from each set of dummy variables was omitted and treated as the reference category. These reference categories serve as baselines for interpreting the effects of the other groups and help to prevent the so-called “dummy variable trap.” The full regression output is provided in the Appendix.

The multiple regression model demonstrates a relatively strong fit to the data, as 59.95% of the variation in tip amount can be explained by the independent variables included in the analysis. The adjusted R-squared value of 0.4956 supports this finding, while its reduction compared to the unadjusted R^2 indicates that not all predictors contribute equally to the explanatory power

of the model. However, the decrease is not substantial, suggesting that the model is not overfitted and retains considerable predictive capability. The F-statistic of 5.773 with a corresponding p-value below 0.001 confirms that the regression model is statistically significant overall.

Table 1: Model summary

<i>Res. Std. Error</i>	<i>Multiple R-squared</i>	<i>Adjusted R-squared</i>	<i>F-statistic</i>	<i>p-value</i>
188.8 on 54 degress of freeddom	0.5995	0.4956	5.773	1,11503E-06

Source: Own representation

Looking at the coefficients of the independent variables we can see that the visit frequency, group size, the bill payer and the service quality are statistically significant out of the independent variables.

Service quality emerges as one of the most influential predictors of tipping behavior. Its coefficient is positive ($\beta = 45.17106$) and statistically significant at the 5% level ($p = 0.020762$). This indicates that, ceteris paribus, each one-unit increase in perceived service quality on the ten-point scale is associated with an increase of approximately 45 rubles in the tip amount.

Among the contextual factors, group size and bill payer also display statistically significant effects. Group size has a negative coefficient ($\beta = -71.15305$, $p = 0.019074$), meaning that, all else equal, larger groups tend to leave smaller tip amounts. Similarly, when the respondent was the bill payer, the amount tipped was significantly lower ($\beta = -125.30611$, $p = 0.019392$).

Visit frequency further reinforces this conclusion. Individuals who reported visiting restaurants rarely ($\beta = -262.51310$, $p = 0.000276$) or approximately twice a week ($\beta = -310.10976$, $p = 8.86e-05$) left significantly smaller tips compared to the baseline group. Interestingly, those who reported visiting restaurants daily did not significantly differ from the baseline category ($\beta = 22.35338$, $p = 0.893565$), suggesting that habitual diners may conform more closely to prevailing tipping norms.

By contrast, the demographic variables (age, gender, and education) do not exhibit significant effects in this model. Age ($\beta = -0.74095$, $p = 0.789009$) shows no statistical significance in association with tipping. Gender has a negative but non-significant coefficient ($\beta = -19.91682$,

$p = 0.702697$). The coefficients for education are positive across all categories ($\beta = 18.69533$, $p = 0.867278$; $\beta = 75.02363$, $p = 0.362404$; $\beta = 65.91318$, $p = 0.598564$), but none of them reach statistical significance.

Food quality and cleanliness also do not display significant relationships with tipping behavior. Food quality has a small negative coefficient ($\beta = -6.29686$, $p = 0.759932$), while cleanliness similarly shows a weak negative association ($\beta = -5.94133$, $p = 0.740035$).

Overall, the analysis highlights that while several contextual and service-related variables are closely linked to tipping behavior, demographic characteristics and broader service environment indicators show limited explanatory power in this dataset.

Table 2: Output regression analysis

	<i>Estimate</i>	<i>Std. Error</i>	<i>t value</i>	<i>Pr(> t)</i>
<i>(Intercept)</i>	140,5255	182,9085	0,768283	0,445666
<i>bill_amount</i>	0,076483	0,013749	5,562764	8,48E-07***
<i>age</i>	-0,74095	2,75518	-0,26893	0,789009
<i>gender1</i>	-19,9168	51,90528	-0,38371	0,702697
<i>education_level1</i>	18,69533	111,3387	0,167914	0,867278
<i>education_level2</i>	75,02363	81,67421	0,918572	0,362404
<i>education_level3</i>	65,91318	124,4599	0,529594	0,598564
<i>group_size</i>	-71,1531	29,443	-2,41664	0,019074*
<i>bill_payer1</i>	-125,306	51,99536	-2,40995	0,019392*
<i>visit_rarely</i>	-262,513	67,46293	-3,89122	0,000276***
<i>visit_everyday</i>	22,35338	166,2865	0,134427	0,893565
<i>visit_2week</i>	-310,11	73,17749	-4,23778	8,86E-05***
<i>food_quality</i>	-6,29686	20,45528	-0,30784	0,759392
<i>service_quality</i>	45,17106	18,96204	2,382183	0,020762*
<i>cleanliness</i>	-5,94133	17,81413	-0,33352	0,740035

Source: Own representation

Hypotheses testing

Following the regression analysis, the hypotheses were evaluated based on the statistical significance of the predictors. Demographic variables did not show significant effects, leading to the rejection of H1.1, H1.2 and H1.3. Among the contextual variables, group size ($p = 0.019$),

bill payer ($p = 0.019$), and visit frequency were significant, supporting all hypotheses in the H2 group. Service quality ($p = 0.021$) was also significant, allowing us to accept H3.2, while food quality and cleanliness were not, resulting in the rejection of H3.1 and H3.3.

Table 3: Hypotheses and Results

Hypothesis	Outcome
H1.1: Age has a significant effect on the amount tipped by customers in restaurants.	Rejected
H1.2: Gender has a significant effect on the amount tipped by customers in restaurants.	Rejected
H1.3: Education has a significant effect on the amount tipped by customers in restaurants.	Rejected
H2.1: Group size has a significant effect on the amount tipped by customers in restaurants.	Accepted
H2.2: Bill payer has a significant effect on the amount tipped by customers in restaurants.	Accepted
H2.3: Visit frequency has a significant effect on the amount tipped by customers in restaurants.	Accepted
H3.1: Food quality has a significant effect on the amount tipped by customers in restaurants.	Rejected
H3.2: Service quality has a significant effect on the amount tipped by customers in restaurants.	Accepted
H3.3: Cleanliness has a significant effect on the amount tipped by customers in restaurants.	Rejected

Source: Own representation

7. Limitations and Further Research

This study has several limitations that should be considered when interpreting the results. First, the dataset was relatively small, with only 69 valid responses included in the final analysis. While the regression model explained a meaningful proportion of variance in tipping behavior, the modest sample size reduces the statistical power and makes it more difficult to generalize the results to the wider population. Future research should aim to replicate this study with a larger dataset to confirm the stability of the findings.

Second, the regression diagnostics indicated that the assumption of linearity was not fully satisfied. The residuals versus fitted plot revealed a slight curvature, suggesting that the linear specification did not perfectly capture the relationship between the predictors and tip amount. Although the model still provides useful insights, this shortcoming highlights the need for alternative specifications. Future research could explore transformations such as log–log models or other non-linear techniques to more accurately model the data and reduce potential bias.

A further limitation concerns the predictors themselves. Some factors that were expected to influence tipping, such as food quality and cleanliness, did not reach statistical significance. This may be partly due to the limited variation in how respondents rated these items, as many evaluations were clustered at the upper end of the scale. Collecting more diverse data, or

complementing survey results with observational or experimental methods, could provide additional insight into the role of these service environment factors.

Finally, the scope of the study was limited to demographic, contextual, and service-related variables. While these dimensions captured several important influences on tipping, other factors such as personality traits, cultural attitudes, or situational conditions (for example, the type of restaurant or the payment method) were not examined. Future research could broaden the analytical framework by incorporating such variables, thereby providing a more comprehensive understanding of tipping behavior.

8. Conclusion

The purpose of this thesis was to investigate the factors that influence tipping in Russian dining establishments. Both academic and personal factors served as the driving forces: although tipping is a crucial aspect of the hospitality sector globally, much of the research to date has concentrated on the US and Western Europe, leaving Russia and a large portion of Eastern Europe mostly unexplored. The significance of examining how tipping affects staff motivation, customer happiness, and managerial practices in this particular cultural and economic environment was further underlined by personal experience working in the hospitality industry. Three main research questions served as the study's guidelines: (1) What factors influence whether customers leave a tip in Russian restaurants? (2) What factors determine the amount tipped by customers? (3) How do demographic, behavioral, and perceptual variables interact in explaining tipping behavior? Nine hypotheses based on demographic, behavioral and environmental, and perceptual factors that influence tipping were developed from these questions.

A quantitative research design was used to answer these questions. A structured survey was conducted among restaurant-goers in Russia, capturing both tipping behavior (likelihood and amount) and potential explanatory variables. Following cleaning, 69 valid replies were found in the data, which were then subjected to multiple regression analysis and descriptive statistics. The analysis considered demographic factors (age, gender, education, city of residence), behavioral and contextual factors (group size, bill payer, visit frequency, bill amount), and perceptual factors (food quality, service quality, cleanliness, beverage quality).

Key Findings

The findings showed a number of noteworthy trends:

- Although previous research has found such effects in other situations, demographic factors including age, gender, and education did not significantly affect tipping amounts in our sample.
- The strongest predictors were behavioral and contextual factors. The dispersion of responsibility effect was supported by the negative correlation found between group size and tip size.
- Responsibility for paying the bill was also important; people who paid the whole amount left over differed from those who divided or shared expenses. The number of visits varied significantly: tipping practices for frequent and infrequent diners differed from those of moderate eaters.
- The effects of perceived service qualities were not uniform. While meal quality and cleanliness did not have any discernible influence, probably because all respondents gave the same high ratings, service quality had a statistically significant positive impact on tip amounts.

These results imply that situational dynamics and perceptions of service have a greater influence on tipping behavior in Russia than do demographic traits or elements of the overall service environment.

Contributions

Both theoretical and practical contributions are made by the study. Academically speaking, it provides one of the few empirical examinations of tipping behavior in Russia and expands the body of tipping research into a hitherto unexplored geographic context. The results challenge some of the trends found in worldwide studies, such the effect of demographics and the assumed centrality of food and cleanliness views, while also confirming others, such as the significance of group size and bill payer status. This emphasizes how crucial it is to take cultural and contextual variance into account while researching customer behavior in the hotel industry.

From a managerial perspective, the findings provide Russian restaurant operators with useful information. Instead of depending only on demographic assumptions about consumers, managers can concentrate on service training, staff conduct, and payment procedures because gratuities are heavily impacted by contextual factors and perceptions of service. Furthermore, restaurants may be able to allocate resources more effectively toward staff-customer

interactions if they acknowledge that tipping decisions are more influenced by service quality than by food or cleanliness.

Future Outlook

The results of this thesis open up new study directions while also offering fresh information on tipping behavior in Russia. Comparative research across several Eastern European nations could highlight cultural parallels and differences, while larger and more representative samples would improve the generalizability of findings. The causal mechanisms underlying tipping decisions should be further clarified by experimental methodologies, especially as they relate to societal conventions, payment methods, and service cues. Additionally, as digital payment methods and general economic conditions continue to change the hospitality sector, longitudinal research could monitor how tipping customs change over time.

By answering the initial study objectives, this thesis shows that tipping in Russia is a complex activity influenced by situational settings, behavioral patterns, and service perceptions rather than just being an economic transaction. By emphasizing regional variations, the findings add to the body of knowledge on tipping and provide useful advice for restaurant managers negotiating the intricacies of patron behavior. In the end, this study highlights the importance of looking at tipping as a window into the nexus of culture, economics, and service contact, rather than just as a financial habit.

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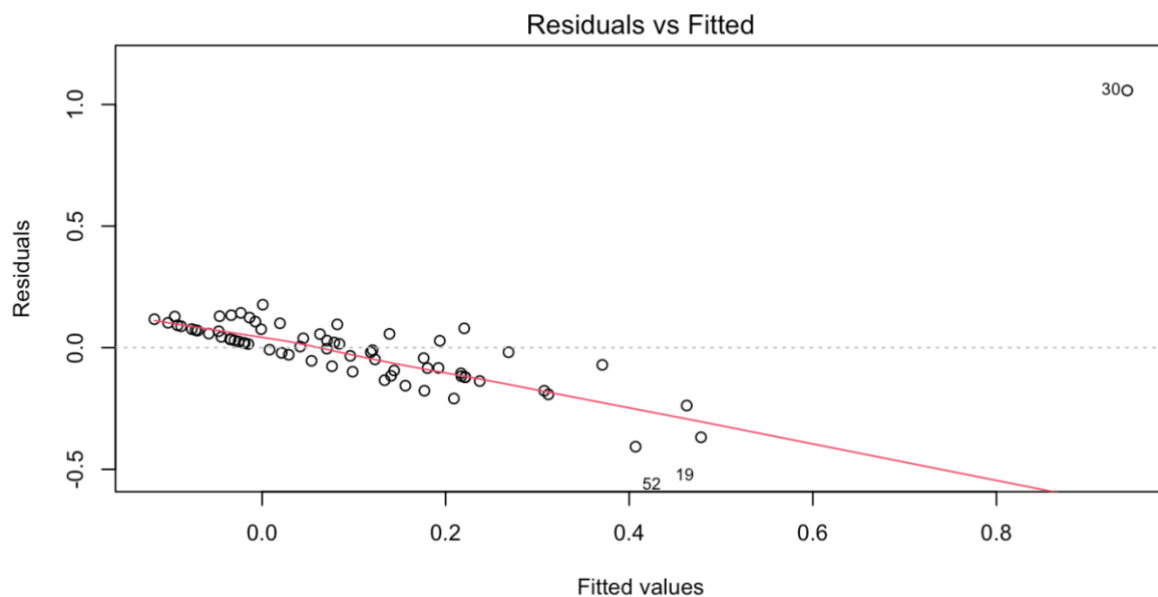
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Appendix

Appendix 1 – Summary statistics

variable	n	mean	sd	min	p25	p75	max
age	69	30,72464	9,235297	15	25	36	52
bill_amount	69	2881,681	2118,768	200	1500	3900	11360
cleanliness	69	9,144928	2,03842	0	10	10	10
food_quality	69	9,144928	1,536568	3	9	10	10
group_size	69	2,478261	0,994229	1	2	3	6
service_quality	69	8,73913	2,146489	1	8	10	10
tip_amount	69	212,3855	265,8103	0	0	319	1136

Appendix 2 – linearity assumption



Appendix 3 – Questionnaire

Dining habits and tipping practices

Start of Block: CSAT

Q41 Disclosure Dear Participant, Thank you for taking the time to participate in this survey, which is a crucial part of my master's thesis research at Católica Lisbon School of Business and Economics. The focus of this study is to investigate the factors influencing tipping behavior in restaurants in Russia. The survey should take approximately 5 minutes to complete. Your participation is entirely voluntary, and all responses will remain anonymous

and confidential. The data collected will be used solely for academic research purposes. If you are willing to participate in the study, please provide your consent in the next step. Thank you in advance for your time. Best regards, Vasili Chistyakov

Q14 Do you consent to participate in this study?

- I consent (1)
- I do not consent (2)

Skip To: End of Survey If Do you consent to participate in this study? = I do not consent

Page Break

Q66 What is your age?

Q65 What is your gender?

- Male (1)
- Female (2)

Q3 What is your highest level of education achieved (graduated)?

- High school diploma or equivalent (1)
- Bachelor's degree (2)
- Master's degree (3)
- Doctoral degree (4)
- Other (5) _____

Q16 Which city are you from?

- Saint Petersburg (1)

- Other (2)
- Click to write Choice 3 (3)

Q17 At which restaurant did you have your most recent dinner?

Page Break

Q18 How frequently do you dine in restaurants during the evening?

- Rarerly (1)
- 2–3 times per week (2)
- 4–5 times per week (3)
- Daily (4)

Q19 How many people, including yourself, were in your dining party during your most recent restaurant visit?

Q20 Who was primarily responsible for paying the bill during your most recent visit?

- I paid the full amount (1)
- The bill was split among diners (2)
- Another person paid (3)

Q21 What method of payment was used for the bill?

- Card (1)

Cash (2)

Q22 Approximately how much was the total bill for your meal? (Please indicate the amount in RUB)

Q23 Did you leave a tip on this occasion?

Yes (1)

No (2)

Q25 If yes, how did you determine the size of the tip?

As a fixed amount (1)

As a percentage of the bill (2)

Q27 What was the method used to provide the tip?

By card via payment terminal (1)

Via mobile application (2)

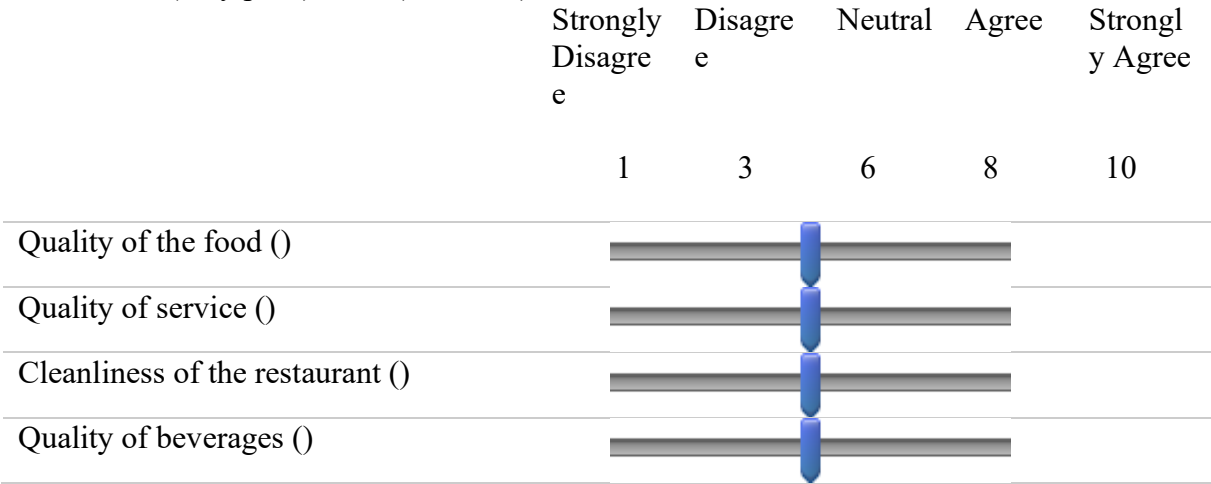
In cash (3)

Did not leave a tip (4)

Q24 If you left a tip, how much tip did you leave? (Please indicate the amount in RUB)

Page Break

Q60 Please evaluate the following aspects of your most recent restaurant experience using a scale from 0 (very poor) to 10 (excellent)



End of Block: CSAT