

## Insult or Obligation: Tipping Globally

## Web Appendices

### Web Appendix 1a. Study 1 tipping percentages: Patrons

		China	Germany	India	Japan	Korea	Spain	Sweden	Taiwan	UK	USA	Average
How much of a tip would you give? 0% to 20 %		8.16	6.29	10.30	5.52	6.01	3.92	8.90	7.28	7.53	12.98	7.63
How do you feel about it?	1 = very bad 7 = very good	4.47	5.09	4.90	4.01	4.25	4.57	4.84	4.48	4.61	5.14	4.63
What is your opinion about the average per-person check of \$40 for a meal served in a restaurant described in the above context?	1 = too low 3 = normal 5 = too high	3.11	3.26	3.08	3.75	3.57	3.81	3.13	3.31	3.01	3.59	3.36

**Web Appendix 1b.** Study 1 estimates for total, direct, and indirect effects of dining experiences mediated by emotional responses

		All Countries	China	Germany	India	Japan	Korea	Spain	Sweden	Taiwan	UK	USA
Service quality	Total effect on tip size	.34***	.34**	.49***	.28**	.28***	.38***	.38***	.39***	.40***	.50**	.38**
	Direct effect on tip size with mediator	.12***	.10*	.37***	.10**	.04 <sup>n.s.</sup>	.18***	.18**	.19***	.22***	.22**	.13*
	Direct effect on emotional response	.46**	.40**	.52**	.33**	.50**	.45***	.55***	.39**	.48***	.53**	.54**
	Indirect effect on tip size	.23**	.25**	.13**	.18**	.24**	.21***	.21***	.21**	.18***	.27**	.25***
Personally welcomed by manager	Total effect on tip size	.18***	.21***	.23***	.17**	.17***	.14**	.17***	.25***	.22***	.22***	.17**
	Direct effect on tip size with mediator	.06**	.05 <sup>n.s.</sup>	.17**	.06 <sup>n.s.</sup>	.06 <sup>n.s.</sup>	.07 <sup>n.s.</sup>	.09*	.11**	.12**	.09**	.04 <sup>n.s.</sup>
	Direct effect on emotional response	.23***	.25***	.26**	.21***	.22***	.15**	.23**	.26***	.28**	.24**	.27**
	Indirect effect on tip size	.11***	.16**	.06**	.11***	.11***	.07***	.09***	.14***	.11***	.12***	.13***
Restaurant quality	Total effect on tip size	.09**	.12**	.13***	.05 <sup>n.s.</sup>	.12**	.07*	.11**	.14***	.12**	.08*	.04 <sup>n.s.</sup>
	Direct effect on tip size with mediator	.00 <sup>n.s.</sup>	.03 <sup>n.s.</sup>	.09**	.00 <sup>n.s.</sup>	.03 <sup>n.s.</sup>	.01 <sup>n.s.</sup>	.01 <sup>n.s.</sup>	.02 <sup>n.s.</sup>	.04 <sup>n.s.</sup>	-.02 <sup>n.s.</sup>	-.04 <sup>n.s.</sup>
	Direct effect on emotional response	.18**	.14***	.16***	.10*	.18**	.14**	.27***	.21***	.21**	.18**	.16**
	Indirect effect on tip size	.09**	.09***	.04***	.05*	.09***	.06***	.10***	.12***	.08***	.10**	.08***
Patron intends to visit restaurant again	Total effect on tip size	.08**	.08 <sup>n.s.</sup>	.06 <sup>n.s.</sup>	.09*	.13**	.18**	.08*	.06 <sup>n.s.</sup>	.11*	.07*	.03 <sup>n.s.</sup>
	Direct effect on tip size with mediator	.04**	.03 <sup>n.s.</sup>	.04 <sup>n.s.</sup>	.05 <sup>n.s.</sup>	.06 <sup>n.s.</sup>	.12**	.05 <sup>n.s.</sup>	.03 <sup>n.s.</sup>	.07 <sup>n.s.</sup>	.04 <sup>n.s.</sup>	.02 <sup>n.s.</sup>
	Direct effect on emotional response	.08**	.09*	.08**	.07*	.14***	.13**	.07*	.05 <sup>n.s.</sup>	.10**	.07*	.04 <sup>n.s.</sup>
	Indirect effect on tip size	.04**	.05*	.02**	.04*	.07***	.06**	.02*	.03 <sup>n.s.</sup>	.04**	.03*	.02 <sup>n.s.</sup>
Mediator Emotional Response	Direct effect on tip size	.49**	.62***	.24***	.54**	.48**	.46**	.38***	.54***	.38**	.51**	.46***
R <sup>2</sup>	Emotional Response	.31	.25	.36	.17	.35	.26	.44	.27	.37	.38	.39
	Tip Size	.33	.46	.35	.36	.29	.36	.28	.45	.33	.47	.31

## Appendix 2a. Study 2 results for patrons

		China	Germany	India	Japan	Korea	Spain	Sweden	Taiwan	UK	USA	Average
I don't give tips.	% quoted	9.6	0.0	4.8	17.6	19.5	14.8	3.6	13.3	6.0	1.2	9.1
Where I'm from, polite and friendly service is a given even without a tip.	% quoted	33.7	23.8	17.9	72.9	31.7	27.2	17.9	47.0	15.5	17.3	30.6
Where I'm from, giving a tip is seen as an insult.	% quoted	7.2	0.0	0.0	8.2	3.7	1.2	2.4	4.8	2.4	1.2	3.1
Where I'm from, no member of service personnel would accept a tip.	% quoted	14.5	1.3	2.4	36.5	18.3	1.2	3.6	12.0	.0	3.7	9.4
I give tips reluctantly and only because it is expected of me.	% quoted	10.8	6.3	16.7	14.1	9.8	7.4	14.3	12.0	15.5	8.6	11.6
I give tips, but only because people would otherwise look disapprovingly at me.	% quoted	6.0	2.5	20.2	4.7	12.2	6.2	7.1	9.6	7.1	7.4	8.3
I like to give tips because it enables me to show myself to be generous.	% quoted	20.5	13.8	21.4	0.0	14.6	9.9	16.7	6.0	8.3	18.5	12.9
I like to give tips because I think that service personnel should be paid decently and fairly.	% quoted	32.5	52.5	44.0	4.7	24.4	23.5	21.4	19.3	27.4	63.0	31.1
I give tips so that the service personnel are satisfied and treat me obligingly next time.	% quoted	41.0	21.3	34.5	10.6	30.5	24.7	23.8	31.3	14.3	28.4	26.0
I like to give tips because I can demonstrate that I monitor waiters and their performance.	% quoted	24.1	12.5	27.4	2.4	8.5	13.6	8.3	9.6	14.3	29.6	15.0
How often do you eat in a restaurant per month? (% quoted)	1 = never	2.4	11.4	1.2	28.2	13.4	2.5	14.5	2.4	8.3	7.4	9.2
	2 = 1-3 times	26.5	68.4	43.4	55.3	61.0	61.7	62.7	54.2	72.6	63.0	56.9
	3 = 4-6 times	38.6	16.5	31.3	10.6	12.2	24.7	14.5	30.1	13.1	19.8	21.1
	4 = 7-9 times	15.7	2.5	12.0	2.4	8.5	11.1	1.2	7.2	3.6	4.9	6.9
	5 = more than 9 times	16.9	1.3	12.0	3.5	4.9	0.0	7.2	6.0	2.4	4.9	5.9
If you often go to the same restaurant, how likely is it that the service personnel will be the same as when you last visited?	1 = very unlikely 5 = very likely	2.92	3.04	3.11	1.94	2.24	2.83	2.66	2.65	2.75	2.85	2.70

## Web Appendix 2b. Study 2 results for waiters

		China	Germany	India	Japan	Korea	Spain	Sweden	Taiwan	UK	USA	Average
Our patrons don't give tips.	% quoted	12.9	7.7	14.8	35.8	22	14.8	21.1	25.8	21.5	9.9	17.8
Where I'm from, polite and friendly service is a given even without a tip.	% quoted	36.8	49.1	21.6	58.2	32.9	43.8	30.9	42.3	39.2	34.4	38.5
Where I'm from, giving a tip is seen as an insult.	% quoted	8.2	3.6	14.8	3.6	9.2	7.4	9.7	8.0	7.6	4.3	7.4
Where I'm from, no member of service personnel would accept a tip.	% quoted	12.9	3.0	16.7	22.4	9.2	7.4	8.6	10.4	12.0	5.3	10.3
People give tips reluctantly and only because it is expected of them.	% quoted	19.9	5.3	25.9	13.9	13.3	14.2	16.6	20.2	24.7	22.3	18.0
People give tips, but only because other people would otherwise look disapprovingly at them.	% quoted	7.6	8.3	24.1	7.3	13.3	9.9	14.9	8.0	20.3	21.1	14.1
People like to give tips because it enables them to show themselves to be generous.	% quoted	28.7	27.8	27.8	7.9	20.2	31.5	21.1	16.6	29.7	40.9	26.5
People like to give tips because they think that service personnel should be paid decently and fairly.	% quoted	28.7	29.6	26.5	4.8	18.5	24.1	20.0	26.4	29.7	44.0	26.8
People give tips so that the service personnel are satisfied and treat them obligingly next time.	% quoted	35.1	16.0	36.4	16.4	26.0	34.6	20.6	30.1	21.5	35.3	27.8
People like to give tips because they can demonstrate that they monitor waiters and their performance.	% quoted	27.5	16.0	34.0	7.3	14.5	16.7	19.4	21.5	20.9	39.3	23.2
If you think about your colleagues working as service personnel, how high is the rate of staff turnover within your workforce?	1 = We often change jobs.											
	5 = There is no question of changing employers for us.	2.71	2.90	3.07	2.87	2.75	3.16	2.64	2.76	2.51	2.79	2.81