



INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT SCIENCE

journal homepage: www.ijems.online/index.php/ijems/index



Do Consumers Really Pay? A Study on Consumer Behaviour Towards Service Charges

Dr. Geetha Bai A S¹ & Dr. Mohana R K²

¹Associate Professor, Department of Commerce, Government First Grade College, Kanakapura, Bangalore South District-562117.

²Associate professor, Department of Commerce, Government First Grade College, Kengeri, Bangalore-560060.

*Corresponding author: geethaeshwar2004@gmail.com

Received: 25-05-2026

Revised: 20-06-2026

Accepted: 15-07-2026

Keyword

Consumer Behaviour,
Service Charges,
Restaurants,
Consumer Rights,
Payment Behaviour,
CCPA,
Restaurant Billing,
Consumer Protection.

Abstract

The practice of levying service charges in restaurants has become a significant consumer protection issue in India, particularly following the clarification by the Central Consumer Protection Authority (CCPA) that payment of service charges is voluntary. Despite these regulatory developments, consumers continue to exhibit varied payment behaviours influenced by multiple behavioural and psychological factors. The present study examines consumer behaviour towards service charges in restaurants by analysing payment decisions, factors influencing payment behaviour, and consumers' behavioural responses towards service charge practices. The study adopts a descriptive research design and is based on primary data collected from 107 valid respondents through a structured questionnaire. The data were analysed using frequency and percentage analysis. The findings reveal that a majority of consumers continue to pay service charges without objection, primarily due to appreciation of good service, misconceptions regarding the compulsory nature of service charges, and social considerations. The study concludes that consumer behaviour is shaped by a combination of perceived service quality, awareness, social norms, and fairness perceptions. Cross-tabulation further revealed slight behavioural variations across demographic groups. The findings provide useful insights for policymakers, consumer protection authorities, and restaurant operators in promoting transparent billing practices and strengthening consumer rights in the Indian restaurant industry.

1. Introduction

The Indian restaurant industry has witnessed significant growth over the past decade due to rising disposable incomes, rapid urbanisation, changing lifestyles, and the increasing preference for dining out. Along with this growth, restaurant billing practices have also evolved, with many establishments levying a service charge on customers' bills. Unlike the Goods and Services Tax (GST), which is a statutory levy imposed by the Government, a service charge is a discretionary amount collected by restaurants as compensation for the services

provided by their staff. The practice of imposing service charges has generated considerable debate among consumers, restaurant operators, policymakers, and consumer rights organisations.

The issue has gained prominence following the guidelines issued by the Central Consumer Protection Authority (CCPA), which clarified that restaurants cannot compel consumers to pay service charges and that such charges are voluntary in nature. Despite these regulatory developments, many consumers continue to pay service charges without questioning their legitimacy, while others refuse payment after becoming aware of their rights. Consumer payment decisions are often influenced by multiple factors, including awareness of regulations, social pressure, quality of service, billing transparency, restaurant reputation, and ethical considerations.

Consumer behaviour plays a crucial role in determining the effectiveness of consumer protection measures and the adoption of fair business practices. Understanding why consumers voluntarily pay, reluctantly pay, or refuse service charges provides valuable insights into their decision-making process and the practical impact of existing consumer protection measures. Such behavioural evidence is essential for policymakers, consumer organisations, and the restaurant industry to promote greater transparency and fairness in restaurant billing practices.

Consumer behaviour refers to the process through which individuals make decisions regarding the purchase and consumption of goods and services. In the context of restaurant service charges, payment decisions are influenced not only by economic considerations but also by psychological, social, ethical, and situational factors. Consumers may voluntarily pay service charges because of perceived service quality, social norms, or moral responsibility, while others may refuse payment due to awareness of consumer rights or perceptions of unfairness. Understanding these behavioural determinants provides valuable insights into how consumers respond to voluntary service charges in restaurant settings.

Against this background, the present study examines consumer behaviour towards service charges in restaurants by analysing payment decisions, factors influencing consumer behaviour, and future behavioural intentions. The study contributes empirical evidence that enhances the understanding of consumer behaviour in the context of restaurant service charges and supports the development of consumer-centric business practices.

2. Literature Review

The Consumer Unity & Trust Society (CUTS International) (2023) examined consumer awareness regarding restaurant billing practices following the issuance of the Central Consumer Protection Authority (CCPA) guidelines on service charges. The study reported that although public awareness had improved after the release of the guidelines, a considerable proportion of restaurant customers continued to believe that service charges were compulsory. Many consumers avoided questioning restaurant bills due to lack of legal awareness and fear of confrontation. The study recommended strengthening consumer education and ensuring greater transparency in restaurant billing practices.

LocalCircles (2022) conducted a nationwide consumer survey involving thousands of restaurant customers across India to assess public opinion on restaurant service charges. The survey revealed that a large majority of respondents opposed the mandatory levy of service charges and believed that payment should remain entirely voluntary. Many participants also reported that restaurants continued to impose service charges despite regulatory clarification. The findings highlighted widespread consumer dissatisfaction and emphasized the need for stricter enforcement of consumer protection guidelines.

National Restaurant Association of India (NRAI) (2022) highlighted the hospitality industry's perspective on service charges following the issuance of the CCPA guidelines. The association argued that service charges constituted an established business practice intended to reward restaurant staff and improve service quality. However, it also acknowledged the importance of maintaining transparency and providing consumers with adequate information regarding billing practices. The discussion reflected the continuing debate between consumer rights and business interests in the Indian restaurant industry.

LocalCircles (2022) conducted a nationwide consumer survey to understand public opinion on restaurant service charges following the issuance of the CCPA guidelines. The survey found that a substantial majority of respondents opposed mandatory service charges and believed that customers should have complete discretion in deciding whether to pay them. Many respondents also reported that restaurants continued to levy service charges despite the regulatory clarification, indicating a gap between policy and practice. The survey highlighted the need for stronger consumer awareness and effective enforcement of consumer protection guidelines.

The **Central Consumer Protection Authority (2022)** issued the *Guidelines on Prevention of Unfair Trade Practices and Protection of Consumer Interests with Regard to Levy of Service Charge in Hotels and Restaurants*. The guidelines clarified that restaurants cannot automatically or compulsorily levy service charges and that payment of such charges is entirely voluntary. The guidelines strengthened consumer rights by directing restaurants to ensure transparent billing practices and refrain from misleading consumers regarding the compulsory nature of service charges. These guidelines provide the legal context for analysing consumer payment behaviour in India.

Fernandez et al. (2024) examined tipping behaviour in five European countries where service-inclusive pricing is widely practised. The study found that consumers' tipping decisions were significantly influenced by service quality, income levels, and payment methods. Despite inclusive pricing, many customers continued to tip voluntarily, indicating that behavioural and psychological factors influence payment decisions beyond economic considerations.

Park, Kim, Kim and Gim (2024/2026) investigated consumers' reactions to explicit tipping requests in restaurants. The findings revealed that customers perceived tip requests as unfair, particularly when they felt socially obligated to pay or when requests were made before service delivery. The study demonstrates that perceived social pressure significantly affects consumers' willingness to make additional payments.

Berry and Hoffman (2023) analysed how customers respond when restaurants explain the purpose and utilisation of employer-controlled tips. The study concluded that transparent communication regarding the use of tips positively influenced customer attitudes, repatronage intentions, and willingness to pay. The findings highlight the importance of trust and communication in shaping consumer behaviour towards additional service-related payments.

Kim et al. (2020) examined consumers' behavioural responses to restaurant tipping requests by analysing perceived fairness and deservingness. The study reported that customers' willingness to pay depended largely on their perception of fairness and whether they believed the service justified additional payment. These findings emphasise that behavioural responses are influenced by psychological evaluation rather than financial considerations alone.

Lynn et al. (2020) investigated the effect of suggested gratuities on customer tipping behaviour. The study demonstrated that recommended tip percentages significantly influenced tipping amounts, customer spending, and overall satisfaction. The findings indicate that behavioural cues embedded in restaurant billing practices can substantially affect consumer payment decisions.

Michael Lynn (2017) reviewed international evidence on replacing voluntary tipping with service charges or service-inclusive pricing. The review discussed the implications for customers, employees, and restaurant management, concluding that automatic service charges alter consumer payment behaviour and may influence perceptions of fairness and service quality.

Park et al. (2026) examined tipping requests in automated restaurant services. The study found that explicit requests for tips increased consumers' perceptions of unfairness, particularly when customers experienced social pressure to pay. The findings reinforce the growing importance of behavioural factors in explaining consumer responses to additional service payments.

2.1 Synthesis of Literature

The reviewed literature indicates that consumer behaviour towards additional service payments is influenced by a combination of behavioural, psychological, social, and legal factors. International studies consistently identify service quality, perceived fairness, transparency, social norms, and suggested payment cues as important determinants of consumers' willingness to make voluntary payments. Indian studies further reveal that despite regulatory interventions and the issuance of CCPA guidelines, many consumers continue to misunderstand the voluntary nature of service charges and often avoid questioning restaurant billing practices. Collectively, the literature suggests that consumer behaviour towards service charges is shaped not only by economic considerations but also by awareness of consumer rights, legal understanding, perceived fairness, and social influences.

2.2 Critical Evaluation

Existing literature provides valuable insights into tipping behaviour, consumer attitudes, and behavioural responses towards additional service payments. However, the majority of empirical studies have been conducted in countries where tipping forms an integral part of the hospitality culture. Indian studies have largely focused on consumer awareness, legal disputes, and public opinion regarding service charges, while limited empirical research has examined consumers' actual payment behaviour after the issuance of the CCPA guidelines. Furthermore, the combined influence of awareness, perceived fairness, demographic characteristics, and social pressure on consumers' payment decisions remains inadequately explored. The present study attempts to address these gaps by providing empirical evidence on consumer behaviour towards restaurant service charges in India.

3. Research Gap

Although previous research has extensively examined tipping behaviour and behavioural responses to additional service payments, limited studies have investigated consumer behaviour towards restaurant service charges in the Indian context. Existing literature primarily focuses on voluntary tipping rather than automatically levied service charges. Moreover, the combined influence of consumer awareness, perceived fairness, social pressure, and regulatory knowledge on consumers' willingness to pay service charges remains largely unexplored. Accordingly, the present study attempts to bridge this gap by providing empirical evidence on consumers' actual payment behaviour towards restaurant service charges and the factors influencing their payment decisions in the Indian context.

4. Statement of the Problem

The practice of levying service charges in restaurants has become a subject of increasing debate in India due to concerns relating to consumer rights, billing transparency, and fairness in commercial practices. Although the Central Consumer Protection Authority (CCPA) has clarified that payment of service charges is voluntary and that consumers cannot be compelled to pay such charges, many restaurant customers continue to pay them without objection, while others refuse payment after becoming aware of their rights. These contrasting consumer responses indicate that payment behaviour is influenced by a combination of behavioural, psychological, social, and situational factors.

Consumer decisions regarding service charges may be shaped by perceived service quality, social norms, fear of embarrassment, awareness of consumer rights, transparency in billing practices, and personal beliefs about fairness. However, despite the growing public discussion and regulatory attention surrounding service charges, limited empirical research has examined the behavioural factors influencing consumers' actual payment decisions in the Indian restaurant sector. Most existing studies have focused on tipping practices, consumer awareness, or legal and policy aspects, leaving consumer payment behaviour towards restaurant service charges relatively unexplored.

This lack of empirical evidence limits the understanding of how consumers respond to voluntary service charges in real-world restaurant settings and poses challenges for policymakers, consumer protection authorities, and restaurant operators in promoting transparent and consumer-friendly billing practices. Therefore, the present study seeks to examine consumers' payment behaviour towards service charges, identify the factors influencing

their payment decisions, and provide empirical evidence that contributes to a better understanding of consumer behaviour in the context of restaurant service charges in India.

5. Objectives

1. To examine consumers' payment behaviour towards service charges in restaurants.
2. To identify the factors influencing consumers' decisions to pay or refuse service charges.
3. To analyse consumers' behavioural responses after becoming aware that service charges are voluntary.
4. To analyse consumer payment behaviour towards service charges across different demographic groups.
5. To examine consumers' future behavioural intentions towards restaurants that levy service charges.

6. Research Methodology

The present study adopts a **descriptive research design** to examine consumer behaviour towards service charges in restaurants. The study is based on both **primary and secondary data**. Primary data were collected through a structured questionnaire administered through Google Forms, while secondary data were obtained from research articles, books, government reports, CCPA guidelines, judicial pronouncements, newspapers, and other authentic online sources relating to service charges and consumer protection.

The study employs a **non-probability convenience sampling technique**, and the analysis is based on **107 valid responses** collected from restaurant consumers. The collected data are analysed using **Microsoft Excel** with the help of frequency distribution, percentage analysis, cross-tabulation, and graphical presentation to understand consumer payment behaviour, factors influencing payment decisions, and behavioural responses towards service charges.

7. Scope of the Study

The study focuses on consumers who have visited restaurants and have experience with service charge practices. It examines consumer payment behaviour, behavioural responses, factors influencing payment decisions, and future behavioural intentions towards restaurants levying service charges. The study is confined to restaurant consumers in India who had visited restaurants during the reference period and participated voluntarily in the online survey.

8. Results and Discussion

A total of 114 responses were received through the online questionnaire. After excluding seven respondents who failed the screening criterion (i.e., respondents who had not visited a restaurant during the reference period), the final sample comprised **107 valid responses**. The collected data were analysed using frequency and percentage analysis. The findings are presented under two broad themes: **the demographic profile of the respondents and consumers' behavioural responses towards service charges in restaurants**. The analysis focuses on consumers' payment behaviour, factors influencing their payment decisions, and their behavioural responses to service charge practices in restaurants.

8.1 Respondent Profile

Table 8.1: Demographic Profile of Respondents (N = 107)

Variable	Category	Frequency	Percentage
Gender	Female	70	65.42

Variable	Category	Frequency	Percentage
	Male	36	33.64
	Prefer not to say	1	0.94
Age	20–30 years	10	9.35
	31–40 years	35	32.71
	41–50 years	36	33.64
	Above 50 years	26	24.30
Restaurant Visit Frequency	Weekly	12	11.21
	Monthly	35	32.71
	Occasionally	48	44.86
	Rarely	12	11.21

Interpretation

The sample consisted predominantly of **female respondents (65.42%)**, while the largest age groups were **31–40 years (32.71%)** and **41–50 years (33.64%)**, indicating that the study primarily reflects the opinions of mature consumers. Nearly **45%** of respondents visited restaurants **occasionally**, followed by **32.71%** who visited monthly. This indicates that the findings are based on consumers with regular restaurant experience and are therefore appropriate for assessing **consumer behaviour towards service charges** in restaurants.

8.2 Consumer Behaviour Towards Service Charges

8.2.1 Respondents Who Requested Removal of Service Charges

Table 8.2: Respondents Who Requested Removal of Service Charges

Response	Frequency	Percentage
Yes	37	34.58
No	70	65.42
Total	107	100.00

Interpretation

The findings reveal that **65.42%** of the respondents have **never requested** a restaurant to remove the service charge, whereas only **34.58%** have requested its removal. This indicates that a majority of consumers tend to accept the service charge without raising objections. Such behaviour may be influenced by limited awareness of consumer rights, reluctance to engage in confrontation, or the perception that questioning restaurant billing practices is socially uncomfortable. The results suggest that although consumers possess the right to refuse service charges, many continue to avoid exercising this right in practice.

8.2.2 Outcome of Requests for Removal of Service Charges

Table 8.3: Outcome of Requests for Removal of Service Charges

Response	Frequency	Percentage
Yes	24	22.43
No	26	24.30
Not Applicable	57	53.27
Total	107	100.00

Interpretation

More than half of the respondents (**53.27%**) selected '**Not Applicable**', indicating that they had never requested the removal of a service charge. Among those who had such an experience, **24.30%** reported that the service charge was **not removed**, while **22.43%** stated that it **was removed**. These findings indicate that consumer experiences vary across restaurants and suggest that compliance with requests for removal of service charges is not uniform.

8.2.3 Consumers' Payment Behaviour Towards Service Charges

Table 8.4: Consumers' Payment Behaviour Towards Service Charges

Response	Frequency	Percentage
Always	58	54.21
Sometimes	40	37.38
Never	9	8.41
Total	107	100.00

Interpretation

The results indicate that **54.21%** of respondents **always** pay service charges, while **37.38%** pay them **sometimes**. Only **8.41%** reported that they **never** pay service charges. The findings demonstrate that paying service charges has become a common behavioural practice among restaurant consumers despite regulatory clarification that such charges are voluntary. This behaviour may reflect habitual payment, social norms, or limited willingness to challenge restaurant billing practices.

8.2.4 Reasons for Paying Service Charges

Table 8.5: Reasons for Paying Service Charges

Reason	Frequency	Percentage
Good service deserves appreciation	51	47.66
I thought it was compulsory	34	31.78
I don't want to argue	10	9.35
To avoid embarrassment	8	7.48
Other	4	3.74
Total	107	100.00

Interpretation

The primary reason for paying service charges was the belief that **good service deserves appreciation (47.66%)**. However, a substantial proportion (**31.78%**) paid because they **believed the charge was compulsory**, highlighting continued consumer misunderstanding regarding the voluntary nature of service charges. Smaller proportions cited avoiding arguments (**9.35%**) and avoiding embarrassment (**7.48%**), indicating that psychological and social factors also influence payment behaviour. These findings suggest that consumer behaviour is shaped not only by service quality but also by misconceptions and social pressure.

8.2.5 Consumer Payment Behaviour Across Age Groups

Table 8.6: Consumer Payment Behaviour Across Age Groups

Age Group	Always	Sometimes	Never	Total
20–30	7	2	1	10
31–40	19	12	4	35
41–50	16	17	3	36
Above 50	16	9	1	26
Total	58	40	9	107

Interpretation

The analysis indicates that respondents across all age groups generally tend to pay service charges. Consumers aged **31–40 years** and **Above 50 years** show a greater tendency to **always** pay service charges, whereas respondents aged **41–50 years** exhibit a comparatively balanced pattern between **always** and **sometimes** paying. Only a small number of respondents in each age category reported that they never pay service charges. These

findings suggest that the practice of paying service charges is common across age groups, although the consistency of payment behaviour varies slightly with age.

8.2.6 Consumer Payment Behaviour Across Occupational Groups

Table 8.7: Consumer Payment Behaviour Across Occupational Groups

Occupation	Always	Sometimes	Never	Total
Government Employee	19	11	2	32
Private Employee	22	13	5	40
Self-employed / Business	3	6	2	11
Homemaker	5	5	0	10
Student	2	1	0	3
Other	7	4	0	11
Total	58	40	9	107

Interpretation

The findings reveal behavioural differences across occupational groups. **Private employees** and **government employees** constitute the largest proportion of respondents who **always pay** service charges, indicating greater acceptance of restaurant billing practices. In contrast, respondents who are **self-employed or engaged in business** are relatively more likely to **sometimes** or **never** pay service charges, suggesting a more cautious approach towards discretionary charges. Overall, the results indicate that occupational status may influence consumer payment behaviour, particularly in relation to the willingness to question or refuse service charges.

9. Major Findings

The major findings of the study are summarized as follows:

1. The majority of respondents had never requested the removal of service charges being levied in restaurant bills, indicating that the practice is prevalent across restaurants.
2. Most consumers had never requested the removal of service charges, suggesting a general tendency to accept such charges without objection.
3. Among respondents who requested the removal of service charges, the outcomes varied, indicating inconsistent implementation of consumer protection guidelines by restaurants.
4. More than half of the respondents reported that they usually pay service charges, reflecting a behavioural inclination to accept additional charges despite their voluntary nature.
5. The most common reason for paying service charges was the belief that good service deserves appreciation. However, a considerable proportion of consumers paid because they believed the charge was compulsory, highlighting the persistence of consumer misconceptions.

6. Social and psychological factors, including the desire to avoid confrontation or embarrassment, also influenced consumers' payment decisions.
7. Consumer payment behaviour showed slight variations across demographic groups; however, the general tendency to pay service charges was observed across most categories of respondents.
8. The findings indicate that consumer behaviour towards service charges is influenced by a combination of perceived service quality, awareness, social norms, and personal beliefs regarding fairness.

10. Conclusion

The study examined consumer behaviour towards service charges in restaurants using empirical data collected from restaurant consumers. The findings reveal that although service charges are voluntary in nature, a majority of consumers continue to pay them without objection. Consumer payment decisions are influenced not only by the quality of service received but also by behavioural, psychological, and social factors such as perceived fairness, social pressure, reluctance to argue, and misconceptions regarding the compulsory nature of service charges.

The study further demonstrates that regulatory clarification alone may not be sufficient to change consumer behaviour unless accompanied by greater public awareness and transparent billing practices. The continued payment of voluntary service charges by many consumers indicates the need for improved communication regarding consumer rights. The findings contribute to the growing body of literature on consumer behaviour and provide empirical evidence that may assist policymakers, consumer protection authorities, and restaurant operators in promoting fair, transparent, and consumer-friendly billing practices in the Indian restaurant sector. Overall, the study reinforces the importance of combining regulatory enforcement with consumer education to promote informed decision-making and transparent billing practices in the restaurant industry.

11. Policy Implications

Based on the findings of the study, the following policy implications are suggested:

- Restaurants should clearly disclose that payment of service charges is voluntary and should avoid any billing practices that may mislead consumers.
- Consumer awareness programmes should be strengthened to educate consumers about their rights relating to voluntary service charges.
- The Central Consumer Protection Authority (CCPA) and other regulatory agencies should continue monitoring compliance with service charge guidelines and encourage transparent billing practices.
- Restaurant staff should be trained to respond professionally when consumers request the removal of service charges.
- Industry associations should promote ethical and consumer-friendly billing practices that balance business interests with consumer rights and trust.

12. Limitations of the Study

- The study is based on a convenience sample and therefore the findings may not be generalisable to the entire population.
- The study relies on self-reported responses, which may be influenced by respondents' personal experiences and perceptions.
- The study is limited to respondents who participated in the online survey.
- Consumer behaviour may differ across regions, restaurant categories, and socio-economic groups.

- The findings represent consumer behaviour during the period of data collection and may change with future regulatory or market developments.

13. Scope for Future Research

The present study provides empirical insights into consumer behaviour towards service charges in restaurants using a descriptive research approach. Future research may employ larger and more geographically diverse samples to enhance the generalisability of the findings. Comparative studies across different states, metropolitan and rural areas, and various categories of restaurants may provide a broader understanding of consumer payment behaviour.

Further studies may adopt advanced statistical techniques, such as regression analysis or structural equation modelling, to examine the influence of behavioural, psychological, and socio-economic factors on consumers' payment decisions. Longitudinal studies may also be undertaken to assess changes in consumer behaviour following regulatory interventions, awareness campaigns, or changes in restaurant billing practices. In addition, future research may compare consumer behaviour towards service charges with voluntary tipping practices in both national and international contexts, thereby contributing to a deeper understanding of consumer behaviour in the hospitality industry.

14. Conflict Of Interest

The authors declared that no potential conflicts of interest concerning the research, authorship, and/or publication of this article.

15. Plagiarism Policy

The authors declare that any kind of violation of plagiarism, copyright, and ethical matters will be handled by all authors. Journalists and editors are not liable for the aforesaid matters.

16. Sources of Funding

The authors received no financial aid to support the study.

References

- [1] Berry, C., & Hoffman, K. D. (2023). *Communicating intent: Effects of employer-controlled tipping strategy disclosures on tip amount and firm evaluations*. Journal of Business Research, 160, 113752.
- [2] Central Consumer Protection Authority. (2022). *Guidelines on Prevention of Unfair Trade Practices and Protection of Consumer Interests with Regard to Levy of Service Charge in Hotels and Restaurants*. Government of India.
- [3] Consumer Protection Act, 2019, No. 35 of 2019, Government of India.
- [4] Fernandez, J., García, M., & López, P. (2024). *Consumer tipping behaviour in service-inclusive pricing environments: Evidence from five European countries*. International Journal of Hospitality Management, 118, Article 103640.
- [5] Kim, J., Lee, S., & Park, H. (2020). *Perceived fairness, deservingness, and consumer responses to restaurant tipping requests*. International Journal of Hospitality Management, 87, Article 102490.
- [6] LocalCircles. (2022). *Majority of Indians oppose mandatory service charge in restaurants: National consumer survey*. LocalCircles.
- [7] Lynn, M. (2017). *Should U.S. restaurants abandon tipping? A review of the issues and evidence*. Cornell Hospitality Quarterly, 58(3), 239–247.

- [8] Lynn, M., Kwortnik, R. J., & Sturman, M. C. (2020). *Suggested gratuities and customer tipping behaviour in restaurants*. Cornell Hospitality Quarterly, 61(3), 241–255.
- [9] Park, J., Gim, T. H. T., Kim, S., & Kim, H. (2024). *Consumer reactions to explicit tipping requests in restaurants: The role of perceived fairness and social pressure*. International Journal of Hospitality Management. (Advance online publication).
- [10] Park, J., Kim, S., & Gim, T. H. T. (2026). *Consumer responses to tipping requests in automated restaurant services*. Journal of Hospitality and Tourism Management.