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Ismail Karabas
Murray State University

Jeff Joireman
Washington State University

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“Tipping Required”: Development of a Model to Understand Customer Reactions to Non-Voluntary Tipping Systems

Ismail Karabas
*Murray State University*

Jeff Joireman
*Washington State University*

**ABSTRACT**

This paper examines customer response to non-voluntary tipping systems as an emerging trend in the servicescape. A non-voluntary tipping system is a form of service inclusive pricing (e.g., increasing menu prices, automatically charging a percentage of tip on the final bill regardless of table size). Across four experiments, results suggest that non-voluntary tipping leads to higher customer anger than voluntary tipping, which leads to lower return intentions. The results also show a larger difference in customer response (customer anger, return intentions) to non-voluntary and voluntary tipping systems under high service quality than low service quality. The mediating role of the components of self-determination theory (autonomy, relatedness, competence) is discussed.

**ABOUT THE AUTHORS**

Ismail Karabas is an Assistant Professor in the Department of Management, Marketing, and Business Administration at Murray State University. Ismail teaches principles of marketing and integrated marketing communications. Ismail’s research focuses on services marketing and advertising.

Jeff Joireman is a professor in the Department of Marketing and International Business within the Carson College of Business at Washington State University, where he teaches consumer behavior, marketing research, and graduate-level statistics. Jeff’s research focuses on cooperation in social dilemmas, environmental decision-making, financial and health behavior, and time orientation. Jeff has published over 60 articles and two books, including How to Publish High-Quality Research (2015) with Dr. Paul Van Lange.