

Abstract

Human behavior in consumer choice was always an interesting topic for economists as well as for psychologists. Economists emphasize the importance of utility theory for decision making, whereas psychologists look for different extrinsic and intrinsic motivations for particular choices. Finally, both approaches started to cooperate in a science called behavioral economics. Knowledge of different factors from economy and psychology that affect our behavior can help, besides other things, in investigation of tipping. An experiment about tipping behavior of Czech customers was conducted to explore different motives for tipping. The tip percentage was related to gender of a waitperson, group size, size of the bill per person and three independent treatments. Treatments were associated with altruistic behavior, reciprocity and good mood based on personalized behavior. The results of the experiment are astonishing and do not correspond with results from the previous research. It was discovered that altruistic and reciprocity treatments have negative impact on the amount tipped and a personalized treatment does not have any effect on tipping percentage. It is argued that the country of experiment is crucial for such outcomes.