The Effects of a Joke on Tipping When It Is Delivered at the Same Time as the Bill*  

NICOLAS GUIGUES*2  
Université de Bretagne-Sud  
Vannes, France  

Former studies showed that a stimulus, such as a smiling face or a cheerful drawing, i.e.,  
the image of the unit, increased the amount of tips given by a customer when adding a  
bill. A manipulation was made in anticipating the bill with a small card on which a joke  
was appertized. The experiments took place in a bar with people who had the same  
drink. The results showed that people who received the joke card were more likely to tip  
than those people in the control condition or in a condition where an adjustment card  
accompanied the bill. The size of the tips i.e. tended to be higher in the joke-card group  
that in the other conditions. The findings are discussed in terms of the positive mood accele-  
rated to the joke card, which in turn increased tipping behavior.  

In many countries, whether in bars or in restaurants, the waiters' and waitresses' wages are low and most of their income derives from tips. Therefore, for these servers, knowledge about factors that affect customers' tipping behavior becomes important. For two decades, social psychologists have formed numerous factors that increase servers' tips. Usually, these factors are seldom expensive, are easy to reproduce, and are under the waiters' and waitresses' control. 

Unlike a commonly held view, the servers' quality of service, whether it happens in restaurants or in bars, is not related to the tips they get (Harris, 1995). In restaurants, there is no connection between the quality of the food and the provided tips (Lynn & Lattal, 1984). 

Studies have pointed out that external factors are more likely to have an effect on customers' behavior. Some of these factors depend on the nature of the interaction between a waiter/waitress and his or her customer. Manipulation of a waiter's or waitress's nonverbal behavior can allow an increase in tipping. Thus, a broad smile uncovering a waitress's teeth in a bar can also result in a significant rise in her tips when compared to a situation in which the smile is less strongly marked (Tidd & Lebovich, 1978). Moreover, stopping down when talking to a customer also leads to bigger tips (Davis, Schrader, Richardson, Kring, & Kieffer, 1995). 

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2Correspondence concerning this article should be addressed to Nicolas Guigues, Université de Bretagne-Sud, UFR de Vannes-Département T.C.S, 8, rue Montalegne, BP 56, F-56017 Vannes, France.  

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