



# Effect of a waitresses's head scarf (Hijab) on tipping behavior in restaurants

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## Abstract

The main aim of this hypothetical study was to clarify the impact of the head scarf (Hijab) of a Muslim waitress on tipping behavior in restaurants and the degree of acceptance the waitress gained based on her image when she is wearing the headscarf (Hijab) or when she is not. also The study also explored the impact of gender, job title and age variables relating to women. The study was conducted on a sample of the staff and members of faculty at Yarmouk University in northern Jordan, and the sample comprised 826 people who responded to an online survey. The study concluded that there is a clear influence of the head scarf (Hijab) on tips where the waitress with a head scarf (hijab) tended to receive greater tips than a waitress without one on. Members of the study sample were more accepting to the image of the head scarfed waitress (with hijab). The study also showed that male members of the teaching staff and the older age groups paid more to the head scarfed waitress (with hijab) and they showed more acceptance to the image of the waitress with hijab, thus showing reasonable acceptable cultural bias. The study recommended that females in Jordanian society need to know that their head scarves will not hinder their work in the restaurant sector and that they will likely be more acceptable and will probably gain a larger share of tips, due to the fact that the Jordanian society have shown attention to the waitress with head scarf (hijab) at the expense of the one without a hijab. The study recommends the necessity for conducting more studies on the Arab environment to investigate other behaviors and variables that have other influences on tips and for expanding the scope of the study.

**Keywords:** Tipping, restaurants, cultural bias, waitresses, Muslim women, head scarf, Jordan.

## Introduction.

Tips for workers in the hospitality sector are considered the main source of extra income that help them continue their work in this sector. Azar (2010) states that income generated from tips in the food industry of America alone exceeds \$44 billion a year. Tipping is a behaviour practiced in many countries and affects the incomes of many workers, but the tipping practices vary from one country to another and from one culture to another, making it essential to conduct a separate investigation for each country.

Psychologists, sociologists, and also economists, have studied this perplexing behavior, in which the person pays voluntarily after receiving a service in a restaurant, and this is beside the fact that this payment can be totally avoided by consumers. However we see more and more tips pad and a further increasing of this phenomenon in all parts of the world, and this is a cause of surprise and astonishment (Kvasnička, 2018; Jacob & Guéguen, 2012).

McAdams and Massow (2017) and Azar (2009) noted that the origins of the tip go back to the early European Union when customers used to pay some extra money in cafés and bars to ensure speed in the provided service, where you would find some copper pots that would have the writing *“To Insure Promptitude”*. Therefore, it is believed



that the origin of the word “tip” is the abbreviation consisted of the first initials of the words of the previously mentioned sentence.

The Jordanian and Arabic term in most Arab countries for the word “tip” is “*Bagsheesh*” (El-Said1 & Shehata 2017).

In view of the economic impact of the role played by the tips at the level of States, institutions and individuals, the scholars from various disciplines have examined a range of behaviours and factors affecting the increase in the value of the tips, such as the effect of the colour of the waitress’ clothing ` (Lynn, et al., 2016) and the attractiveness of the workers clothes and their impact on tips (Jacob & Gueguen, 2014).

In addition to the study of some behaviors such as squatting down next to the table (Davis, et al., 1998; Lynn & Mynier, 1993), putting words of thanks on the back of the invoice (Rind & Bordia, 1996; Rind & Strohmets,1999), touching customers, (Gueguen & Jacob, 2005; Lynn, et al.1998,) and provide sweets for clients, (Strohmets, et al. 2002), are all useful ploys. Saayman (2014) refers to three main components affecting the decision of a customer to pay a tip, these are social, demographic and behavioral factors of the service provider and some external factors. Because this subject has not been studied in the Arab culture, the researcher has found that it is possible to study some of the factors of the Jordanian and Arab Muslim society in particular, such as the implication of the Islamic head scarf (hijab) on the value of the tips given to waitresses.

Muslims consist of 97% of the Jordanian population and the country is conservative to a certain extent. The Jordanian state doesn’t oblige Jordanian women to wear a head scarf (hijab) and women enjoy the freedom of choice and therefore we find a large number of head scarfed females (with hijab) and large numbers of females (without a hijab). McDermott (2010) states that the number of females in the Hashemite Kingdom of Jordan reached 4.7 million of the total population in 2017 representing 47%,(Department of Statistics of Jordan, 2017), but the proportion of the contribution of women in the labor market of Jordan has a low ratio at the international level (Assaf, 2015).

For example, the statistics of the Ministry of Tourism and Antiquities of Jordan for 2017 indicates that the number of male workers in the tourist restaurants reached 18 710 while the number females reached only 1485. The reason for this decline in the percentage of female contribution in the hospitality industry in Jordan, is the presence of many obstacles like conventions and traditions (Maqableh, 2000; Al Najdawi et al., 2017) which exist in the culture.

Some females indicate that the head scarf (hijab) is one of the limitations that hinder their opportunities to have jobs in the hospitality sector, and from our observations we see that the majority of waitresses in Jordanian restaurants are not head scarfed (without hijab), and a general impression has been developed in Jordanian society that waitresses (without a hijab) are more acceptable and have larger opportunities and prospects for career development.

The head scarf (Hijab) is a well-known term in the Islamic community, and the most common shapes are head scarves worn by Muslim women, covering the head and neck and leaving the face uncovered, and it is a visible differentiating sign expressing their belief and culture and it is a major element from which one can tell that they are Muslims (Sheen et al., 2018). For this reason, the waitress’s hijab might have a role to play in forming a positive or negative impression among the restaurants patrons and also their employers. This impression can be interpreted through the value of the tips



the customer intends to pay and the degree of acceptance the waitresses face whether head scarfed (with a hijab) or not head scarfed (without a hijab).

### **Methodology**

The method of hypothetical survey has been adopted in this study and is an approach based on the study of the extent to which respondents were affected in different virtual situations by answering some questions related to the subject of the study (Kvasnička, 2018).

In this study and through Google Forms over the Internet, a questionnaire was sent containing some questions and a photo of a waitress in a fine-dining restaurant. Respondents who were sent an email were asked to fill in some personal information about this and to answer some questions regarding the amount of tipping expected to be paid to the waitress based on the attached photograph, and clarifying the extent of acceptance of the waitress appearing in the sent photo.

### **Sample**

The study population was selected from all the administrative staff and faculty members at Yarmouk University, one of the governmental universities in the north of the Hashemite Kingdom of Jordan. The university staff has one of the highest levels of income in Jordanian society. The number of faculty members at Yarmouk University is 1100 faculty members and 1500 administrative employees. An email with an attached questionnaire was sent to half of the study community containing a picture of a head scarfed waitress (with a hijab).

The rest of study community was sent an email containing the questionnaire and a photo of a waitress without a head scarf. One week later, a reminder email was sent to prompt the recipients to fill out the questionnaire. We received responses to 851 questionnaires, but we deleted some of them that contained what were considered to be non-realistic tip values, thus 817 valid questionnaires remained for analysis, representing the community study sample. The sample of the study was as shown in Table (1), where males consisted 57.2% of the respondents, 60.3% were faculty members, 53.1% of the respondents received an email containing a picture of the waitress without a head scarf against 46.9% of the respondents who received the email containing the head scarfed waitress's photo.

### **Stimuli**

The first half of the study community was presented with an electronic questionnaire sent to them via e-mail along with a picture of a head scarfed (with a hijab) waitress, while the second half were shown a picture of the same waitress but without a head scarf and the two pictures were taken in one of the fine dining restaurants at the same time and with the waitress making the same pose to ensure that the only difference between the pictures was the presence of a hijab. Respondents were asked to imagine that they were in a five-star restaurant in Irbid for lunch with other co-workers. The quality of the service was very good, and the lunch bill was \$15.45. After this virtual introduction, respondents were asked to write down the amount of tip expected to be paid to the waitress that appeared in the picture. They also needed to state the degree of acceptance they had for this waitress.

### **Measures**

In this research, independent variables were represented in some demographic data of respondents, such as gender, job title and age. This was in addition to the picture of the waitress received through the questionnaire.



- Gender: Participants were asked about their gender and the answer was either male or female.
- Job title: the answer varied between a faculty member and an administrative university employee.
- Age: Consisted of five age groups: Older than 60 years, 51-60, 41-50, 30-40, and under 30 years of age.
- The photo of the waitress: The answers were divided into head scarfed waitress and non-head scarfed waitress, depending on the received photo.

As for the dependent variables they were in the specific question of the amount of tipping expected to be paid to the waitress. The answer was written in figures and in US dollars and cents.

The second dependent variable was the degree of overall acceptance of the image of the waitress, the answer to the Likert scale for three questions represented the degree of acceptance. Participants were asked: " On a scale from 1 to 7 (with 7 being best). In addition to the question: Will you tip or not? The answers were limited to (yes or no.)

## Results

Demographic data were collected from the study sample according to a combination of factors such as gender, age and job title. The study results were as shown in table No. (1)

**Table No (1). Frequency**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
<b>Sex</b>		
Female	350	42.8
Male	467	57.2
<b>Total</b>	<b>817</b>	<b>100.0</b>
<b>Age</b>		
more than 60 years	92	11.3
51-60	197	24.1
41-50	267	32.7
30-40	186	22.8
Below 30 years	75	9.2
<b>Total</b>	<b>817</b>	<b>100.0</b>
<b>Job Title</b>		
Employee	324	39.7
Faculty Member	493	60.3
<b>Total</b>	<b>817</b>	<b>100.0</b>
<b>Islamic Headscarf (Hijab)/ for waitress</b>		
With hijab	383	46.9
Without hijab	434	53.1
<b>Total</b>	<b>817</b>	<b>100.0</b>

To answer the first question of the study: Is there a statistically significant effect of the value of tip paid to the waitress and the degree of acceptance attributed to the demographic variables (gender, age, job title, hijab)?

The results of the general linear model (multivariate analysis) shown in Table (2) show that there is a statistically significant effect between the means of the responses of the sample of the study towards the value of the tip paid attributed to the Islamic hijab ( $F = 92.780 / p = 0.000$ ) and in favor of waitresses with hijab where the mean ( $M = 1.262$ ) as shown in Table (3), and a statistically significant effect on the degree of



acceptance attributed to the Islamic hijab ( $F = 280.283 / P = 0.000$ ) and in favor of head scarfed women (with hijab) ( $M = 4.591$ )

A statistically significant effect was found between the mean responses of the sample of the study towards the value of the paid tip attributed to gender ( $F = 14.597 / p = 0.000$ ) and in favor of males ( $M = 1.049$ ) and a statistically significant effect on the degree of acceptance attributed to Gender ( $F = 7.788 / P = 0.005$ ) And in favor of males ( $M = 4.162$ ).

It has also become clear that there is a statistically significant effect between the average responses of the sample of the study towards the value of the tip paid attributed to the job title ( $F = 25.632 / p = 0.000$ ) and in favor of the faculty members ( $M = 1.086$ ) and lack of statistically significant effect on the degree of acceptance attributed to the job title ( $F = 3.551 / P = 0.061$ )

A statistically significant effect was found between the responses of the sample of the study towards the value of the tip paid attributed to the age ( $F = 12.014 / p = 0.000$ ) and in favor of the age group (over 60 years) ( $M = 1.178$ ) and a statistically significant effect towards the degree of acceptance attributed to age ( $F = 3.605 / P = 0.006$ ) and in favor of the age group over 60 years) as well ( $M = 4.243$ ).

Table No (2). General Linear Model

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Tip Amount	693.548a	17	40.797	71.931	.000	.605
	M_Acceptance	2077.143b	17	122.185	294.389	.000	.862
Intercept	Tip Amount	220.785	1	220.785	389.277	.000	.328
	M_Acceptance	4360.027	1	4360.027	10504.936	.000	.929
Hijab	Tip Amount	52.622	1	52.622	92.780	.000	.104
	M_Acceptance	116.330	1	116.330	280.283	.000	.260
Sex	Tip Amount	8.279	1	8.279	14.597	.000	.018
	M_Acceptance	3.232	1	3.232	7.788	.005	.010
Age	Tip Amount	27.256	4	6.814	12.014	.000	.057
	M_Acceptance	5.985	4	1.496	3.605	.006	.018
Job	Tip Amount	14.538	1	14.538	25.632	.000	.031
	M_Acceptance	1.474	1	1.474	3.551	.060	.004
Visits	Tip Amount	34.467	4	8.617	15.193	.000	.071
	M_Acceptance	11.242	4	2.810	6.771	.000	.033
Hijab * Job	Tip Amount	3.909	1	3.909	6.892	.009	.009
	M_Acceptance	.023	1	.023	.056	.814	.000
Hijab * Sex	Tip Amount	2.642	1	2.642	4.658	.031	.006
	M_Acceptance	1.142	1	1.142	2.752	.098	.003
Hijab * Age	Tip Amount	315.191	4	78.798	138.933	.000	.410
	M_Acceptance	1438.235	4	359.559	866.311	.000	.813
Error	Tip Amount	453.165	799	.567			
	M_Acceptance	331.621	799	.415			
Total	Tip Amount	2194.102	817				
	M_Acceptance	16350.778	817				
Corrected Total	Tip Amount	1146.713	816				
	M_Acceptance	2408.764	816				
a. R Squared = .605 (Adjusted R Squared = .596)							
b. R Squared = .862 (Adjusted R Squared = .859)							

To answer the second question of the study: Is there a statistically significant effect of both the value of the tip paid and the degree of acceptance attributed to interaction between the Islamic hijab and gender, age and occupation?

The results of the statistical analysis shown in Table (2) show that:

The interaction of gender and hijab has a statistical significance towards the value of the paid tip ( $F = 4.658 / p = 0.031$ ) and in favor of males with the head scarfed waitress ( $M = 1.320$ ) and in favor of males with the waitress without head scarf ( $M = 0.778$ ), while there was no statistical significance attributed to the interaction of gender with a hijab towards the average degree of acceptance ( $F = 2.752 / P = 0.098$ ).

It was also found that the interaction of the job title with the hijab has a statistically significant effect towards the value of the paid tip ( $F = 6.892 / p = 0.009$ ) and in favor of the faculty members with the head scarfed waitress ( $m = 1.516$ ). While there was no significant statistical effect attributed to the interaction of the job title with the hijab towards the average degree of acceptance ( $F = 0.056 / p = 0.814$ ).

**Table No (3). Estimated Marginal Means**

1. Islamic Headscarf (Hijab) Dependent Variable	Islamic Headscarf (Hijab)	Mean	Std. Error
Tip Amount	With hijab	1.262	.061
	Without hijab	.574	.056
M_ Acceptance	With hijab	4.591	.052
	Without hijab	3.568	.048
2. Sex Dependent Variable	Sex	Mean	Std. Error
Tip Amount	Male	1.049	.049
	Female	.787	.066
M_ Acceptance	Male	4.162	.042
	Female	3.998	.056
3. Age Dependent Variable	Age	Mean	Std. Error
Tip Amount	Below 30 years	.523	.091
	30-40	.808	.070
	41-50	1.149	.063
	51-60	.932	.070
	more than 60 years	1.178	.100
M_ Acceptance	Below 30 years	4.040	.078
	30-40	4.141	.060
	41-50	4.040	.054
	51-60	3.935	.060
	more than 60 years	4.243	.086
4. Job Title Dependent Variable	Job Title	Mean	Std. Error
Tip Amount	Faculty Member	1.086	.054
	Employee	.750	.060
M_ Acceptance	Faculty Member	4.133	.046
	Employee	4.026	.051

In terms of age interaction with the headscarf (hijab), there was a statistically significant effect towards the value of the paid tip ( $F = 138.933 / p = 0.000$ ) and a statistically significant effect towards the average degree of acceptance ( $F = 866.311 / p = 0.000$ ).

In order to determine the source of differences in regards of the age variable, the Scheffe / Post Hoc Test was conducted. And it was found as shown in Table 4.



**Table No (4). Post Hoc Tests**

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
Tip Amount	30-40	Below 30 years	\$0.5401*	\$0.10301	.000
	41-50	Below 30 years	\$0.6184*	\$0.09842	.000
	51-60	Below 30 years	\$0.4515*	\$0.10218	.001
	more than 60 years	Below 30 years	\$0.8140*	\$0.11716	.000
		51-60	\$0.3625*	\$0.09510	.006
M_ Acceptance	30-40	Below 30 years	.5588*	.08812	.000
		41-50	.5743*	.06153	.000
		51-60	.4585*	.06587	.000
		more than 60 years	.3006*	.08211	.010
	more than 60 years				
		41-50	.2737*	.07788	.015

There were statistically significant differences towards the value of paid tip between age groups (30-40 years) and category (less than 30 years) and in favor of the age group (30-40 year) with the mean difference (M. D = \$ 0.5401). There were statistically significant differences towards the value of the paid tip between age groups (50-41 years) and category (less than 30 years) and in favor of the age group (50-41 years) with the mean difference (M. D = \$ 0.6184). There were statistically significant differences towards the value of the paid tip between age groups (over 60 years) and (less than 30 years) and in favor of the age group (over 60 years) with the mean difference of (M. D = \$ 0.814). There were also statistically significant differences in the value of the paid tip between age groups (over 60 years) and category (51-60) in favor of the age group (over 60 years) with the mean difference (M. D = \$ 0.3625).

There are statistically significant differences in the degree of acceptance between age groups (30-40 years) and other age groups and in favor of the age group (30-40 years). There are statistically significant differences in the degree of acceptance between the age groups of (over 60 years) and (41-50) and in favor of the age group (older than 60 years) with the mean difference of (M. D = \$ 0.2737).

Third question: What is the degree of the impact of the acceptance level in the decision of giving the tip or not? "Will you tip?"

To answer this question, the researcher conducted a Logistic Regression Test, It has become clear as shown in table No. (5), That there is a statistically significant effect of degree of acceptance in the decision of giving the tip. The analysis showed that the change in the rate of one unit in the degree of acceptance increases the potentials of giving the tip to the waitress at a rate of 22% (B = 0.22 / p = 0.00).



**Table No (5). Logistic Regression**

Dependent Variable Encoding Will You Tip?							
Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1a	Acceptance	.221	.019	142.103	1	.000	1.247
a. Variable(s) entered on step 1: Acceptance.							

## Discussion

The results of the statistical analysis showed that there was a statistically significant effect between the average responses of the study sample members towards the value of the tip paid to the waitress, as well as the degree of acceptance of the image of the waitress presented to the study sample members attributed to the factors of gender, job title, age and hijab. This leads us to a clear correlation between degree of acceptance and the value of the paid tip and except of this only there wasn't a statistically significant effect towards the degree of acceptance attributed to the job title.

With regard to the effect of the hijab on the value of the tip, it is clear that head scarfed women (with hijab) are paid more those without head scarf (without hijab), and the degree of accepting the head scarfed waitress is greater than that of it in the case of waitress without head scarf. This aligns with what Pasha-Zaidi (2015) has said, namely, that Muslim communities view head scarfed women (with hijab) in a more positive light than non-head scarfed women in what is known as a Halo Effect. This is consistent with Lynn (2000), who pointed out that people appreciate the most attractive individuals and pay them more.

It was found that males, faculty and age groups older than 60 years of age pay more tips to female waitresses and their acceptance of the image of the head scarfed waitress is far greater. This is part of the assertion of Pasha-Zaidi (2015) that males in the Muslim community view the hijab as something that God has imposed to allow women to interact with other thus indicating cultural biases . When examining the effect of the interaction between (Islamic hijab and gender) and (Islamic hijab and job title) towards the value of the tip paid to the waitress shown in the picture, the male faculty members who received an image of the head scarfed waitress paid more than others, but the analysis did not show any effect towards their degree of accepting her.

As for the effect of the interaction between (age and Islamic hijab) towards the value of the paid tip and the degree of acceptance, it becomes clear to us that the older age groups are the group with the highest tips paid for the waitress and this might have a link to the material factor as the oldest have generally the highest income in the university.

It also becomes clear to us that the degree of acceptance of the study sample of the waitress shown in the pictures clearly affects the increase in the value of the tip. This confirms that the appearance of the waitress related to the difference between the image in which she appears wearing the head scarf and the image in which she appears without head scarf has the largest role and the biggest impact in determining whether the degree of acceptance exists or not, and accordingly paying the tip or not. This complies with what Mahmud and Swami (2010) said: "Religious clothing affects the perceptions of attraction". He also agrees with Guéguen and Jacob (2014) who emphasize that women's clothing can have an impact on customer tipping behaviors. While it disagrees with Grossman and Parrett (2011), who found no differences in the tipping behavior between religiously committed customers and non-religiously committed customers. If we notice the full impact of the study model correlated to the



impact of gender, age, job title and the effect of interaction between them and the Islamic hijab shown in Table (2), we will also find that these factors explain the fluctuations in the value of tip and the degree of acceptance. And it becomes clear to us that the determination coefficient reached ( $R = 0.60$ ) for tips, and ( $R = 0.86$ ) for acceptance degree which indicates the quality of the model success and the ability of the independent variables to explain the changes in the value of the tip paid for the waitress and the acceptance degree.

In fact, this study is the first of its type in the world, which examines the Islamic head scarf (hijab) and its impact on the value of tip paid to waitresses in restaurants, so the researcher could not compare the results of this study with previous studies in the same exact field, and the researcher hopes for this study to be source of encouragement to conduct many future studies.

### **Practical Implications**

From a practical point of view, the current results indicate that we should note that Jordanian Muslim society prefers the head scarfed waitresses over those without a scarf and decides to support them financially through tipping. Thus, we consider the head scarfed waitress in the study community more visually appealing and more accepted. According to Lynn and Simons (2000), the attractive waitresses gained a larger tip that shows clearly that visual appeal and acceptance are obtained from the head scarf in the Jordanian Muslim society while the appeal in non- Muslim or Western societies is derived from makeup, hair and clothing colour etc. (Jacob, et al., 2010). However, it is a must to conduct more studies in Islamic societies to examine the effect of attraction and acceptance of the waitress with factors other than head scarf (hijab), as well as to expand the study population and sample to make the sample more representative.

### **Conclusion**

The difference in the characteristics of the sample of the study has a clear effect on the value of the tip paid to the waitresses and a clear effect as well on the acceptance degree of the image of the waitress according to wearing the head scarf. The head scarfed waitress has a higher acceptance degree than the waitress without a head scarf in the study sample, and she generally receives a larger tip, and males in particular pay the head scarfed waitress even more. Moreover, the older age groups and faculty members who have the highest income at the university pay the waitress more tips.

This confirms that the appearance of the waitress in terms of wearing the head scarf (hijab) has an impact on the behavior of tipping, which agrees with what (Guéguen & Jacob, 2014) have said in terms of emphasizing that women's clothing has a clear impact on customer tipping behaviors. This also concurs with what Pasha-Zaidi (2015) stated: "outside the tip etiquette on the positive evaluation of head scarfed women in Muslim societies, which negates the negative impact of wearing hijab on female attractiveness as (Sheen et al., 2018) indicated. Thus, head scarfed females can be encouraged to work in restaurants and need not consider the head scarf as a limitation or an obstacle hindering their potential to be hired, or in efforts to gain opportunities to get good tip. Employers can be encouraged not to worry in case they hire head scarfed females in restaurants as the society showed support for head scarfed females.

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