

## Exploring the Impact of Nudging in Digital Tip Recommendations a Behavioral Perspective is 28% the New Normal?

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### **Abstract:**

In recent years, the integration of digital tip recommendations into service interactions has become increasingly prevalent across various industries. This paper examines the influence of digital tip recommendations on customer tipping behavior, satisfaction levels, and the emergence of consumer guilt. Through a comprehensive analysis of empirical data gathered from surveys and experimental studies, this research elucidates the multifaceted effects of digital tip suggestions on customer behavior and emotions. The findings reveal intricate dynamics between digital tip recommendations and tipping behavior, indicating nuanced relationships with customer satisfaction levels. Additionally, the study uncovers the phenomenon of consumer guilt arising from digital tip recommendations, shedding light on a previously unexplored aspect of tipping interactions. This research contributes to both theoretical understanding and practical implications for businesses seeking to optimize customer experiences in the digital era.