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DO CULTURAL DIFFERENCES AFFECT VOLUNTARY PAYMENT DECISIONS? EVIDENCE FROM GUIDED TOURS

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Do cultural differences affect voluntary payment decisions? Evidence from guided tours

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Abstract: We provide an empirical explanation for cross-country differences in the size of the voluntary payments made for a good offered in a Pay-What-You-Want payment scheme. Using a sample of almost 500 international travellers from 50 nations participating in a guided tour that uses a voluntary payment method, we analyse the relationship between the size of the average voluntary payments and national values defined by Hofstede's Cultural Dimensions (1983) as well as selected values from the World Value Survey (WVS). Strong correlations between certain cultural values and average payment sizes are found.

Keywords: pay what you want, cultural dimensions, pricing strategies, participative pricing

JEL codes: D01, D12, D91, Z19

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1. Introduction

Although the practical implementation of Pay-What-You-Want (henceforth: PWYW) payment schemes has been reflected in a number of empirical studies and theoretical discussions, no investigation on cross-country differences on the magnitude of PWYW payments has yet been undertaken (Natter and Kaufman 2015). Our study offers insight into this previously unexplored area. Since many goods where voluntary payment decisions are enforced attract consumers from around the world, such research is relevant to further understanding how individuals react to the chance to pay what they want for a given good or service. Aside from guided tours, which we use as an example, international consumers also may have the option to pay their desired amount in museums, art exhibits, and live performances, just to name a few. Examples of such payment structures include the Guggenheim Museum and Museum of Modern Art in New York City, as well as selected performances of Manchester's Halle Orchestra.

Research on cross-country differences in tipping size shows that cultural backgrounds do have a significant effect on tipping culture. Using data from Hofstede (1983) from 30 countries, Lynn et al. (1993) show that tipping is more prevalent in countries with high tolerances for interpersonal status and power differences as well as with "values that emphasize social over economic relations". Lynn and Lynn (2004) investigate the relation between size of tips and the national value dimensions derived by Hofstede (1983) and Schwartz (1994). They find that customary sizes of restaurant tips in the absence of service charges increase with Hofstede's uncertainty avoidance and masculinity scores, while the customary sizes of restaurant tips given on top of service charges decrease with Schwartz's hierarchy/egalitarianism and mastery/harmony scores.

In our study, we investigate the extent to which social and cultural factors are significant in explaining cross-country differences in the size of PWYW payments. We address this question using the example of the voluntary payments made by participants of a guided tour. Here, the decision about the size of the payment was made after the tour, which makes it similar to the decision about the size of the tip, also a payment made for services that have already been provided. While the nature of tipping and voluntary payments differ, the insight gained from research on the first can help formulate hypotheses for the latter.

There can be doubt that a voluntary payment made by a tourist abroad does not reflect the social norm in his or her country, but rather what the tourist considers to be the norm in the country he or she is visiting. We offset this doubt by the assumption that tourists usually have limited time to become aware of social norms of the country they visits. Thus, facing an

uncertainty with respect to the local norms, they could refer to the social norms of their home country. Apart from the social and cultural factors we also analyze the effect of some individual characteristics such age, gender, the number of free tours previously taken, or satisfaction from the tour on the size of the voluntary payment. In the following section we provide some theory helpful in formulating our main research hypothesis.

2. Theory and Hypotheses

No prior research on how cultural differences affect voluntary payment decisions (e.g. in the case of PWYW) has been conducted. However, research on tipping differences throughout countries is plentiful. Although we are aware of the differences in the nature of tipping and PWYW, we refer to the research mentioned below as a guideline for understanding how cultural aspects may affect the size of the other voluntary payments.

Tipping involves poorly specified obligations enforced by social norms and/or individual conscience (Lynn 1993). Failure to tip a socially accepted amount may result in shame and guilt. These social exchange norms vary between societies. A good example of such differences is given by Gneezy et al. (2012): many customers tip 15–20% of the bill at restaurants in the United States, but tip much less in Germany, consistent with the local norm. In the United States, people do not tip the same everywhere; when eating at McDonald's people do not leave a tip, while Starbucks they sometimes do, and at nicer restaurants they feel obligated to. In the PWYW mechanism, consumers face a similar dilemma when deciding about the size of the voluntary payment. PWYW literature commonly stresses that if a buyer chooses to purchase the product or service in PWYW scheme, he rather pay a "fair", socially accepted, price that does not have a negative effect on his self-image (e.g. Gneezy et al. 2010; Gneezy et al. 2012; Regner and Riener 2012). However, there is a difference between tipping and voluntary payments in the sense of the act of payment. Lynn et al.(1993) suggest that workers who receive tips are those with low status jobs and the fact that customers may decide how much to tip after services gives the customer power over the workers. This observation is reflected in the empirical results showing that tipping is more prevalent in countries with high tolerances of power differences (Lynn et al. 1993). In societies with low power differences, people naturally seek to equalize the distribution of power. In case of the PWYW payment method, the payment often is made for high quality goods or services with a reasonably higher moral pressure to pay a "fair" price adequate to their quality, which would rather communicate lower tolerance for power differences among people. We suggest that:

H1: PWYW payments decrease with high tolerances of power differences.

According to the Lynn and Lynn (2004), in the absence of service charges, national tipping increase with Hofstede's (1983) masculinity scores, which reflect a nation deeming traditionally masculine values, such as materialism, more important than traditionally feminine values. Lynn and Lynn (2004) argue that tipping operates both as a reward for a good service and as a mean of conspicuously displaying material success. These two functions appeal to nations with masculine values more than to those with feminine values and could explain the positive relation between tip size and masculinity. We expect that in case of the size of the PWYW payments the relations with masculinity scores should also be positive:

H2: PWYW payments increase with masculinity scores.

Hofstede (2010) introduces a new dimension value regarding a society's propensity to indulgence or, conversely, restrain from indulging. This value has not been analyzed in the context of tipping culture so far. The score characterizes to what extent a society "allows relatively free gratification of basic and natural human drives related to enjoying life and having fun" or "suppresses gratification of needs and regulates it by means of strict social norms".¹ Individuals who are keener to freely indulge should spend money more liberally while on vacation, which could directly influence the size of their donation to a tour guide. Therefore, we expect a positive relation between this value and the size of the PWYW payments:

H3: PWYW payments increase with higher indulgence scores

Research on voluntary market payments commonly agreed that individual characteristics can drive one's decisions about the magnitude of the voluntary payment. Obviously, the effect of income on voluntary market payments received notable attention. Most empirical studies find a positive relation between voluntary payments and income (Kim et al. 2009; Kim et al. 2014; Kunter 2015; Pharoah and Tanner 1997). We thus expect the positive relation between the GDP level in the respondent's country and the size of the PWYW payments.

¹ Descriptions from <https://geert-hofstede.com/national-culture.html>

3. Methodology

3.1 Survey

The data were collected by a survey conducted from June to September 2016 in Warsaw. It was made possible by the kindness of Orange Umbrella Tours, a local private company who organizes tours throughout Warsaw on a donation basis. All surveys were given out during the 11 a.m. weekday tour of the Old Town district of the city. The first part of the survey was distributed to participants at the beginning of the tour, and the second part, directly after the conclusion of the tour. The researchers were introduced by the tour guide after his or her welcome statement. This was followed by a very brief description of the survey, and the reiteration that anyone who filled out both the “before and after” parts of the survey would receive a coupon for free ice cream at renowned nearby ice cream parlor. The tourists were also informed that the survey was anonymous and voluntary. At no point in this description was the motive of the research project mentioned. To our pleasure, all tourists responded positively to the survey and were willing to take part. After each tourist finished his or her survey, the answers were collected and the tour began. On average it lasted around two and a half hours. The tour offered historical insights into of the landmarks found in this historic district of Poland’s capital. The second part of the survey was given at the end of the tour, only after the guide concluded the tour and received all the voluntary payments from the tourists. The two parts of the survey were matched together by a random color the respondents were asked to name in their native language. All surveys were successfully matched. In cases where more than one individual on the same tour named the same color, differences in penmanship proved recognizable enough to not cause any problems. Individuals who joined the survey late were given a special condensed survey. In the case that a tourist did not stay for the duration of the whole tour and only filled out the first part, their answers were recorded as being “before only” observations.

The survey was designed to be quick and non-intrusive. The two parts of the survey were each a page long, presented to the tourists on a single sheet comfortably placed on a clipboard. Per the request of the tour guide company, we refrained from asking questions tourists might have considered distasteful even if they could offer valuable insight into individual payment decisions, particularly information dealing with personal finances, such as income. Usually, the respondents took less than a minute to fill out each part of the survey.

In the first part of the survey, we asked how much the tourist was willing to pay for today’s tour, what their expectations were, why they decided to partake in the tour, if they had

ever partaken in a tour with a PWYW payment scheme before and, if so, how many times, as well as about their country of residence (whole survey is presented in Appendix). We chose to ask about the country of residence as opposed to the country of origin as we believed the country where one lives correlates higher with one's income and one's default social behaviour.

The second part of the survey began by asking the respondents to rate certain aspects of the tour on a 1–5 scale. The aspects asked about were how easily the tour guide was able to keep the respondent's interest, whether the tour group created a positive atmosphere, whether the respondent consider the tour a fun way to spend time and a valuable experience, as well as the overall rating of the whole tour. The second question asked about how much the individual donated to the tour guide that day.² Next, the respondent was asked whether he or she believed the donation made was only an additional tip to the basic compensation the tour guide receives, or rather, the primary source of compensation for the tour guide's work. The surveys concluded with questions about the age and gender. After respondents finished the second part of the survey, they were given a coupon for a free ice cream.

3.2 Country level data

In addition to the individual data described above, we also collected cross-cultural value scores from Hofstede's updated (2015) cultural dimensions and the World Value Survey (Wave 6).³ We chose to include four cultural dimensions presented by Hofstede (1983) and Hofstede et al. (2010) in our analysis, which we believe may have the potential to explain how an individual perceives donating a tour guide (hypotheses 1, 2 and 3). From these, three are taken from Hofstede (1983). The first dimension, power distance, deals with how entrenched hierarchy and the role of seniority is within a society (Power Distance). Masculinity measures, as one could infer, how masculine or feminine a society is characterized (Masculinity). The last of the dimensions from Hofstede (1983), uncertainty avoidance, measures how comfortable a society is with risk (Uncertainty Avoidance). While not based in any particular theory we expect higher voluntary payments to be made by the societies which feel relatively more comfortable with uncertainty and unusual situations (paying in a PWYW scheme is an unusual situation in itself, and it is also accompanied by the uncertainty of what a fair payment should be). The most

² At the end of the experiment we carefully compared this information with the information about the real payment collected by the Orange Umbrella Tours company. There were no differences, thus implying that our respondents reported their true payments in the survey.

³ As oppose to Lynn and Lynn (2004) we decided to not include in our analysis cultural factors presented by Schwartz (1994). The main reason was to focus on, if possible, the newest cultural data.

recently introduced dimension, indulgence, comes from Hofstede et al. (2010) and it relates to how willing members of a society are to allow themselves free unjustified gratification (Indulgence). All dimensions are measured on a scale of 1–100, with some extremities reaching 120. For reference, for all six of the dimensions, scores over a 100 were present only four times for all the countries in our sample.

Last, we selected four questions from the World Value Survey (WVS) that we deemed appropriate to explain cross-country differences in the size of the PWYW payments. The first question pertained to the importance of leisure (Leisure). It is measured on a scale of 1 to 4 indicating “very important” and “not important at all”, respectively. We considered that the degree to which an individual values leisure may influence how much money, absolute or as a percentage, they are willing to allocate towards it. Next value relate to the active membership in a charitable organization (Charity), calculated as a percentage of respondents who claimed to be actively involved in charitable organizations. This value deals with the importance of altruism. The last two question were both measured on a 1 to 10 scale. They asked whether one believes people naturally take advantage of other people or try to help them (Fairness), and about one’s satisfaction with their finances (Finances). We included the fairness value in order to test whether one’s beliefs over whether humans are naturally selfish or not had any influence on the payment. Naturally, we also felt that the value “Finances” might have an impact on the payment made, as people who are happy with their financial situation would be keen to give more of their money towards leisure. The data for all the values came from the newest available WVS dataset (Wave 6), taken for the years 2010–2014.

3.3 Sample

The final sample size of 478 tourists was collected by survey conducted on the Warsaw Old City free walking tours. Four participants came to Poland from 50 different countries. Most popular home-countries were the United Kingdom (12%), Germany (11.7%) and the United States of America (10.4%). Table A1 (see Appendix) presents a detailed breakdown of respondents’ countries of residence. This sample is representative of summer time visitors participating in this kind of tour, as we approached all of the tour’s participants and nearly all enthusiastically took part in the survey.

The majority of respondents were below 30 year old (see Table A2 in Appendix). Asked about the reason to join this tour, 29% said they relied on good opinions they heard on it, 23% were happy to select own price because of travelling on a tight budget, and 14% chose it because

it did not require reservations. As it might have been expected, good opinions were a bit more important for tourists at age 40 or older, while budget traveling prevailed amongst younger respondents. Mean payment was 21 PLN, with payments higher among people aged 30 and older than for young respondents, and highest for the tourists aged 40-49⁴. A small majority of respondents (53%) were female.

For 71% of respondents the tour was not the first experience with a free tour, and around 56% of tour participants took the free walking tour at least twice before. A vast majority of the sample had very high (26%) or high expectations (54%) regarding the tour, stating that would definitely or most probably like it. Number of participants who took part in the study on a given tour varied between 7 and 35, with a mean group size of 20,6.

4. Results

Since cultural factors are represented as averages per country, as a first step, we perform a correlation analysis between average country PWYW payments and cultural values assigned to a particular country. In the correlation matrixes below (Tables 1–3), the samples vary from 14 to 48 depending on the availability of the nations for which we could obtain national scores on either Hofstede's dimensions or the values from World Value Survey discussed in a previous section.

Table 1. Correlation matrix for Hofstede's updated cultural dimensions from 2015 values⁵

	Average PWYW	Power Distance	Masculinity	Uncertainty Avoidance
Power Distance (n=45)	-0.2771*			
Masculinity (n=45)	-0.1337	0.2183		
Uncertainty Avoidance (n=45)	-0.3049**	0.2280	0.0660	
Indulgence (n=48)	0.4629***	-0.2915*	0.0626	-0.1252

*** p<0.01, ** p<0.05, * p<0

Sources: own estimates.

⁴ There are similar guided tours available with regular price varied from 150 PLN per group with max. 15 persons to 300 per group limited to 25 persons. This gives the average price varied from 10 to 12 PLN per person or for 20 person in a group, which is the average group size in our study, 15 PLN per person. Our respondents paid thus, on average, the price higher than the regular one.

⁵ Lynn (1993) show that tipping is more prevalent in countries with high tolerances for interpersonal status. This value defined by Hofstede (2015) as Individualism, reflect if in the society people's self-image is defined in terms of "I" or "we." We did not have any particular expectations to what extend this value may affect the size of the PWYW payments.

Table 2: Correlation matrix for selected World Value Survey values

	PWYW	Leisure	Charity	Fairness
Leisure (n=27)	0.4875***			
Charity (n=27)	0.5243***	0.3041		
Fairness (n=27)	0.4453**	0.3402*	0.5769***	
Finances (n=28)	0.6468***	0.4677**	0.5687***	0.4902**

*** p<0.01, ** p<0.05, * p<0.1

Sources: own estimates.

Three of the four Hofstede's cultural dimensions have a significant correlation (Table 1) with the average PWYW payments. The negative correlation between payments and power distance scores is in line with our first hypothesis: tourists from cultures in which less importance is placed on established hierarchy were more keen to pay more, perhaps because of the dynamic of the relationship they feel with the tour guide. We observe lower average PWYW payments made by a society that feel less comfortable with unusual behavior and ideas. Finally, positive correlation with indulgence and voluntary payments confirms the third hypothesis: societies more willing to freely gratify themselves donate higher amounts. As expected, the importance of leisure, involvement in charity, perception of fairness, and happiness with one's finances all proved to be relevant in the decision about the size of the voluntary payment (Table 2).

As the next step, we make a regression analysis including both cultural and collected, individual factors (Table 3).⁶ Apart from the demographic factors, we add to the regression information about: satisfaction from the tour (Satisfaction: measured on a 1–5 scale), the number of the free tours previously taken (Previous Tour Number) and the awareness that the voluntary payment is the only reward for a guide (Guide Compensation: 1 – the only reward, 0 – not the only reward).

Referring to Kunter (2015), we expect significant relation between satisfaction and the size of the voluntary PWYW payments. Harbi et al. (2011) and Mak et al. (2010) point out that PWYW could not exist as the only form of payment. A “normal” parallel market with a fixed price regime should exist in order to “teach” the consumers how much this particular good may cost. Furthermore, Riener and Traxler (2012) show, on the example of the PWYW payments in restaurant, a decline in the average size of the PWYW payments over time. Thus we expect that an individual's voluntary payment decreases over time, with the number of free tours previously taken. The last additional variable is rather specific for the tour situation. From our survey, we

⁶ In the regression we control the effect of the particular tour as a dummy variable.

know that some of the tourists thought that the voluntary payment they give is only an additional tip to the basic compensation the tour guide receives for the work. We expect being aware that the voluntary payment is the only reward for a guide is positively related to the magnitude of the PWYW payments.

Table 3. Estimation results

VARIABLES	PWYW	PWYW	PWYW	PWYW	PWYW
Age	0.00927***	0.00827***	0.00411		
	(0.00269)	(0.00260)	(0.00514)		
Sex	-0.0518	-0.0129	-0.0560		
	(0.0710)	(0.0581)	(0.107)		
Satisfaction	0.165***	0.168**	0.140*		
	(0.0523)	(0.0777)	(0.0707)		
Previous Tour Number	-0.171**	-0.171	-0.179		
	(0.0851)	(0.107)	(0.127)		
Guide Compensation	0.391***	0.312***	0.523***		
	(0.0841)	(0.0890)	(0.127)		
Hof - Indulgence		0.00298		0.00773***	
		(0.00189)		(0.00247)	
Hof - Power Distance		-0.00272		-0.00438	
		(0.00277)		(0.00275)	
Hof - Uncertainty Avoidance		0.00251		0.00258	
		(0.00241)		(0.00221)	
Hof - Masculinity		0.00154		-0.000595	
		(0.00258)		(0.00210)	
WVS - Charity			0.0158**		0.0242**
			(0.00731)		(0.00909)
WVS - Fairness			-0.0705		-0.0890
			(0.119)		(0.156)
WVS - Leisure			0.339		0.769
			(0.530)		(0.686)
WVS - Finances			0.314**		0.353
			(0.156)		(0.255)
Constant	1.739***	1.523***	-1.054	2.504***	-1.796
	(0.253)	(0.446)	(1.717)	(0.256)	(2.059)
Observations	369	345	159	439	207
R-squared	0.247	0.287	0.432	0.148	0.276

Standard errors in parentheses.

*** p<0.01, ** p<0.05, * p<0.1

Sources: own estimates.

From the individual factors only the gender proved insignificant. Negative effect of the number of the free tours previously attended is sensitive to the specification of regressions, and in most cases not significant. Opposite to the significant correlations observed on the average

payment values, most of the cultural variables (which we have as country averages) do not have any significant effect on the individual payments. Only charity, indulgence and satisfaction with finances are significant, and with the sign as expected.

Observed differences in the effect of the cultural factors on the size of the average and individual voluntary payments motivate us to conduct future research on this issue. The perceptions of cultural aspects may vary between individuals within a country.⁷ Thus, including measures of the cultural values measured at the individual instead on the aggregated level will provide more reliable results on their relation to the size of the PWYW payments. We plan to collect relevant data and extend this study in the near future.

5. Conclusions

To the best of our knowledge, this study is the first empirical research on the cross-country cultural aspects of the magnitude of the payments in PWYW scheme. The size of the average voluntary payment depends negatively on the importance individuals place on hierarchical order, i.e. the acceptance of unequal distribution of power in a society (power distance). The average voluntary payments are higher within a society with higher tolerance for unorthodox behavior and ideas (uncertainty avoidance). Moreover, the cross-country differences in the size of the average PWYW payments depend on involvement in charity, perception of fairness, and happiness with finances. This is in line with a notion that in PWYW scheme consumers choose to pay a “fair”, socially accepted, price adjusted to their financial situation.

We also found a positive correlation of the size of the average voluntary payments with both a society’s importance of leisure and value of indulgence, i.e. importance of enjoying life and having fun. This result can be situation specific, because our analysis concerned the service offered to international tourists, who usually were on vacation. Thus we are careful in making general conclusions that such a relation can be extrapolated to all goods and services offered in PWYW scheme.

The analysis of the individual payments suggests that PWYW payments may decline over time, with a number of similar PWYW situations in which one participated. In this individual-level context, the voluntary payments are higher among those who believe that their payment

⁷ On the individual level we will refer to the dimensions of personality rather than to the dimensions of national culture (Hofstede and McCrae 2004).

is the main form of compensation, not just a tip. Thus, we suggest that if PWYW is introduced then the rules of service or good remuneration should be clearly explained to consumers.

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Appendix

Table A1. Participants by country of residence

Country	Frequency	Percent	Country	Frequency	Percent
Argentina	3	0.6%	Latvia	1	0.2%
Australia	25	5.3%	Lithuania	4	0.8%
Austria	6	1.3%	Malaysia	4	0.8%
Azerbaijan	1	0.2%	Malta	4	0.8%
Belgium	17	3.6%	Mexico	11	2.3%
Brazil	2	0.4%	Netherlands	19	4.0%
Canada	27	5.7%	New Zealand	10	2.1%
Chile	2	0.4%	Norway	4	0.8%
China	5	1.1%	Poland	12	2.5%
Colombia	2	0.4%	Portugal	1	0.2%
Czech Republic	1	0.2%	Qatar	3	0.6%
Denmark	10	2.1%	Romania	1	0.2%
Estonia	2	0.4%	Singapore	1	0.2%
Finland	2	0.4%	Slovakia	1	0.2%
France	19	4.0%	Slovenia	2	0.4%
Germany	55	11.7%	South Korea	2	0.4%
Greece	8	1.7%	Spain	9	1.9%
Hong Kong	2	0.4%	Sweden	9	1.9%
Iceland	2	0.4%	Switzerland	10	2.1%
India	1	0.2%	Taiwan	2	0.4%
Iran	1	0.2%	Turkey	5	1.1%
Ireland	6	1.3%	Ukraine	3	0.6%
Israel	23	4.9%	United Kingdom	57	12.1%
Italy	21	4.5%	United States	49	10.4%
Japan	1	0.2%	Uruguay	1	0.2%
Jordan	2	0.4%			

Sources: own estimates.

Table A2. Reasons to participate and mean of payments by age groups

Age groups	Budget travel	Heard good opinions	No reservation needed	Possibility to pick own price	Stumbled upon it	No answer	Mean of payments	N
<25	57	41	15	22	15	26	17.44	176
	32.39%	23.30%	8.52%	12.50%	8.52%	14.77%		34.94%
25-29	28	30	14	11	12	22	17.28	117
	23.93%	25.64%	11.97%	9.40%	10.26%	18.80%		24.48%
30-39	17	21	10	4	9	16	24.68	77
	22.08%	27.27%	12.99%	5.19%	11.69%	20.78%		16.11%
40-49	3	13	5	1	2	2	30.21	26
	11.54%	50.00%	19.23%	3.85%	7.69%	7.69%		5.44%
50-59	3	11	8	3	1	5	27.89	31
	9.68%	35.48%	25.81%	9.68%	3.23%	16.13%		6.49%
60+	2	23	13	6	2	5	27.37	51
	3.92%	45.10%	25.49%	11.76%	3.92%	9.80%		10.67%
Total	110	139	65	47	41	76	21.01	478
	23.01%	29.08%	13.60%	9.83%	8.58%	15.90%		

Sources: own estimates.

Survey – Before and After

Hi! The survey below is part of a research project conducted by the University of Warsaw. It guarantees complete anonymity and is purely voluntary. The information gathered will only be used for research purposes. The survey consists of parts A and B. Part B will be distributed at the end of the tour. After filling out both parts of the survey you will receive a coupon for **Free Ice-Cream at one of Old Town's oldest ice cream parlours - "Lodziarnia W. Hodunia"**

Part A – Please Fill Out at the Beginning of the Tour

Answering questions in this part of the survey will allow us to match your answers with the answers from the second part of the survey.

Please pick any color you wish (in your native language): Please remember your color!

Survey Questions – Select one option for each answer – write-in answer where appropriate

1. For today's tour, you will be able to pay as you wish at the end of the tour. At this moment, how much are you ready to pay for the tour?
 - a) I am ready to pay: (please fill in amount and currency)
 - b) I don't know how much I am ready to pay, I will only know at the end of the tour.

2. Why did you decide to join the tour today?
 - a) I was looking for a guided tour for which I could pick my own price. This form of voluntary payment is ideal for me because it allows me to travel on a budget.
 - b) I was looking for a guided tour for which I could pick my own price. This form of voluntary payment allows me to best match my experience to the price I pay.
 - c) I heard good opinions on it.
 - d) I just happened to stumble upon it.
 - e) I did not have to book or reserve a place for it earlier.

3. What are your expectations for today's tour?

I'm sure I will not like it	I will probably not like it	I don't know if I will like it or not	I will probably enjoy it	I'm sure I will like it
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4. Have you ever participated in a similar guided tour where the payment was voluntary?

YES/ NO If YES, please write how many such tours you have been on before:
.....

5. Your country of residence:

Thank you for answering the above questions. After the end of the tour we will ask you to answer a quick additional 5 questions.

PART B - Please Fill Out at the End of the Tour

Please state the same color you stated in the first part of the survey A (in your native language):

.....

Survey Questions – Select one option for each answer – write-in answer where appropriate

We hope you enjoyed the guided tour. We would be grateful if you could answer a few questions about your experience.

1. Below are sentences that describe experiences associated with today's guided tour. For each pair of sentences please pick a number from the 1–5 scale that best fits your experience today.

	1	2	3	4	5	
My attention was easily lost and my mind wandered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I was completely absorbed in the tour.
The other tourists on the tour created a bad atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	There was a really good atmosphere among all the tourists on the tour.
I did not have fun. I did not enjoy my time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I had a great time!
Overall, I was disappointed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	This was a very valuable experience
I did not learn anything new and interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I learned a lot of new and interesting things

2. How much did you pay today's tour guide for the tour? (please fill in amount and currency)

I paid:

3. According to you, the payment made to the tour guide is:
- Only an additional tip to the basic compensation the tour guide receives for her/his work.
 - The primary source of compensation for the tour guide for her/his work.

4. Gender: Female/Male

5. Age:

Survey- Please Fill Out at the End of the Tour

Your country of residence:

Survey Questions – Select one option for each answer – write-in answer where appropriate

We hope you enjoyed the guided tour. We would be grateful if you could answer a few questions about your experience.

1. Below are sentences that describe experiences associated with today's guided tour. For each pair of sentences please pick a number from the 1–5 scale that best fits your experience today.

	1	2	3	4	5	
My attention was easily lost and my mind wandered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I was completely absorbed in the tour.
The other tourists on the tour created a bad atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	There was a really good atmosphere among all the tourists on the tour.
I did not have fun. I did not enjoy my time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I had a great time!
Overall, I was disappointed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	This was a very valuable experience
I did not learn anything new and interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I learned a lot of new and interesting things

2. How much did you pay today's tour guide for the tour? (please fill in amount and currency)

I paid:

3. According to you, the payment made to the tour guide is:

- a) Only an additional tip to the basic compensation the tour guide receives for her/his work.
b) The primary source of compensation for the tour guide for her/his work.

4. Did the complementary map you received in any way influence your payment:

Yes/No

5. Did the vodka and sandwich in any way influence your payment:

Yes/No If yes, then positively/negatively (select one option)

6. Gender: Female/Male

7. Age:



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