

# Tipy Do – A Digital Tipping Platform

**Manjula G<sup>1</sup>, Chaitra B. V<sup>2</sup>, Mudit Srivastava<sup>3</sup>, Anupam<sup>4</sup>, Sakshi Singh<sup>5</sup>, Kunal Keshav<sup>6</sup>**

<sup>1</sup>Professor, Head of Department, Guide, Dayanand Sagar Academy of Technology and Management, Bengaluru, Karnataka, India.

<sup>2</sup>Assistant Professor, Dayanand Sagar Academy of Technology and Management, Bengaluru, Karnataka, India.

<sup>3,4,5,6</sup>Students, 4<sup>th</sup> Year, B.E Computer Science and Design, Dayanand Sagar Academy of Technology and Management, Bengaluru, Karnataka, India.

**To Cite this Article:** Dr. G Manjula<sup>1</sup>, Chaitra B. V<sup>2</sup>, Mudit Srivastava<sup>3</sup>, Anupam<sup>4</sup>, Sakshi Singh<sup>5</sup>, Kunal Keshav<sup>6</sup>, “Tipy Do – A Digital Tipping Platform”, Indian Journal of Computer Science and Technology, Volume 04, Issue 02 (May-August 2025), PP: 12-20.

**Abstract:** This paper presents the comprehensive development and implementation of a Digital Restaurant Management System aimed at optimizing restaurant operations, improving customer satisfaction, and streamlining service workflows through QR code technology. The system is designed to address persistent inefficiencies in the restaurant industry—such as manual order errors, table mismanagement, and service delays—by offering a fully automated and user-friendly digital platform. A secure login portal allows restaurant managers to efficiently handle core operations, including managing restaurant details, updating menu items, maintaining employee records, and accessing real-time analytics on table occupancy, order status, and payment processing. This data-driven approach empowers managers with actionable insights, supporting more informed decision-making and smoother operational oversight. Employees benefit from a dedicated interface that displays real-time table availability, enables table assignment, and tracks active orders. This ensures fair workload distribution, minimizes confusion, and contributes to quicker service delivery. Central to the system is its QR code integration, which revolutionizes the customer dining experience. Each table is assigned a unique QR code that customers can scan using their smartphones to instantly access a digital menu. From this interface, customers can browse food options, customize their orders, and place them directly—eliminating the need for server intervention and reducing the likelihood of order miscommunication. Furthermore, the digital platform allows guests to request additional services such as water refills, extra utensils, or billing assistance with a few taps, enhancing convenience and satisfaction. By combining automation, real-time monitoring, and intuitive digital interfaces, the system offers a seamless, modern dining experience for both customers and staff.

**Keywords:** Digital payment, Security, Transperency, Tipping.

## 1. INTRODUCTION

Tipy do is a simple and smart online tipping system that makes it easy for people to leave tips — digitally. Whether you're a delivery driver, barista, housekeeper, or musician, Tipydo helps you receive tips from happy customers without needing cash. Our work builds directly upon insights from our comprehensive literature survey [1] and integrates findings from related research [2]–[9] to offer a robust framework for AI-assisted investment analysis.

Tipydo gives each service provider a unique tip link or QR code. Customers can scan or click, choose an amount, and tip securely using their phone — no app required. It's quick, cashless, and super convenient.

### Why use Tipydo?

- No more “Sorry, I don’t have cash” moments.
- Fast and secure payments directly to your account.
- Easy setup with your own personalized tipping page.
- Track your tips and see how you’re doing over time.

Tipydo makes gratitude go digital — so saying “thank you” with a tip is easier than ever.

One of the key features of TipyDo is its ability to facilitate instant and secure digital tipping. Each employee or service provider is assigned a unique QR code linked to their profile. Customers can simply scan the QR code using their smartphones and send tips through digital.

payment methods. This process eliminates the inconvenience of carrying cash and ensures that employees receive their tips directly into their accounts without any delays.

For employees, this platform provides a dedicated dashboard where they can track their tips and earnings in real time. The platform offers transparency, allowing workers to see how much they have earned, view their tipping history, and manage direct bank transfers. By streamlining the tipping process[3]–[12], TipyDo enhances employee motivation, ensuring they are fairly rewarded for their service.

Managers play a vital role in overseeing operations, and TipyDo equips them with the necessary tools to optimize employee performance Fig.1. They can manage employee profiles, assign QR codes, and monitor tipping trends through real-time analytics. This data-driven approach helps businesses identify high-performing employees, recognize their efforts, and implement strategies to boost engagement and motivation. With access to detailed insights, managers can make informed decisions that contribute to overall business growth[6].

## II. LITERATURE REVIEW

In recent years, digital tipping systems have gained popularity as cash transactions continue to decline [10]. With the growing demand for contactless and cashless payments, online tipping platforms offer a convenient solution for service workers and customers alike. Several platforms and research studies have explored the efficiency, usability, and social impact of digital tipping. Below are some key findings and comparisons relevant to the development of Tipydo:

### 1. Rise of Digital Payments

According to a report by Statista (2023), over 80% of global consumer transactions are shifting towards digital methods, driven by mobile wallets, QR codes, and contactless cards. This trend has opened opportunities for services like online tipping platforms.

### 2. Existing Platforms

Competitors such as **TipJar**, **Venmo**, and **Ko-fi** offer digital tipping services with varying focuses — from individual freelancers to content creators and hospitality workers. These systems often rely on QR codes, social media links, or app-based transactions.

### 3. User Experience and Accessibility

Research by Chen et al. (2022) in the *Journal of Human-Computer Interaction* emphasized the importance of ease of use and user trust in online financial interactions. Systems with fewer steps, transparent fees, and secure interfaces tend to see higher user engagement.

### 4. Security and Privacy Concerns

Digital tipping involves financial transactions, making security a critical factor. Studies highlight the need for secure encryption protocols, GDPR compliance, and fraud detection mechanisms to protect users' financial and personal data.

### 5. Social Psychology of Tipping

Behavioral studies indicate that users are more likely to tip when the process is emotionally rewarding and socially encouraged. Features like thank-you notes, tip history, and personalized profiles have been shown to increase tipping frequency (Miller & Ross, 2021).

### 6. Gaps and Opportunities

While many platforms exist, there is still a gap for a **lightweight, mobile-friendly, and non-app-based** tipping solution targeted at gig workers, event staff, and local service providers. Tipydo aims to fill this gap by offering a simple, intuitive, and accessible tipping experience without requiring users to download an app.

TipyDo, these findings highlight the growing reliance on digital transactions and the need for a seamless, cashless tipping system. By offering a secure and accessible digital tipping platform, TipyDo aligns with the shift towards digital payments, ensuring employees receive direct earnings even in periods of economic uncertainty Fig.2.

Kurian (2021) analyzed factors influencing digital payment adoption, including perceived risk, perceived vulnerability, perceived ease of use, perceived usefulness, and trust. The study found that these factors significantly impact millennials' adoption of digital payments. In the context of TipyDo, these insights emphasize the importance of a secure, user-friendly, and reliable platform for digital tipping [15]. By minimizing perceived risks and enhancing trust through encrypted transactions and seamless QR-based payments, encourages widespread adoption among customers and employees. Additionally, the shift toward contactless transactions aligns with modern safety preferences, promoting a cashless and efficient tipping experience.

## III. SYSTEM ARCHITECTURE

### A. Overall Architecture

The system is built on a layered architecture that promotes scalability, modularity, and real-time responsiveness. Key components include:

- **Frontend Interface** (built with React): Provides an intuitive dashboard for end users to view insights, employee IDs, and interact with it.
- **Backend Server** (Node.js Framework): Hosts APIs, manages user sessions, and serves as the communication bridge between the frontend and the agent layer.
- **Tools** (BCrypt Hash and Nodemailer): It takes a password and converts it into a long, random-looking string (called a *hash*) that can't be reversed. lets your app send emails (like confirmation or reset emails).
- **Database Storage**: MongoDB is used for storing structured financial data and user profiles, while MongoDB handles logs and unstructured sentiment data.

Fig 1. TipyDo, these insights emphasize the importance of a secure, user-friendly, and reliable platform for digital tipping. By minimizing perceived risks and enhancing trust through encrypted transactions and seamless QR-based payments, encourages widespread adoption among customers and employees. Additionally, the shift toward contactless transactions aligns with modern safety preferences, promoting a cashless and efficient tipping experience

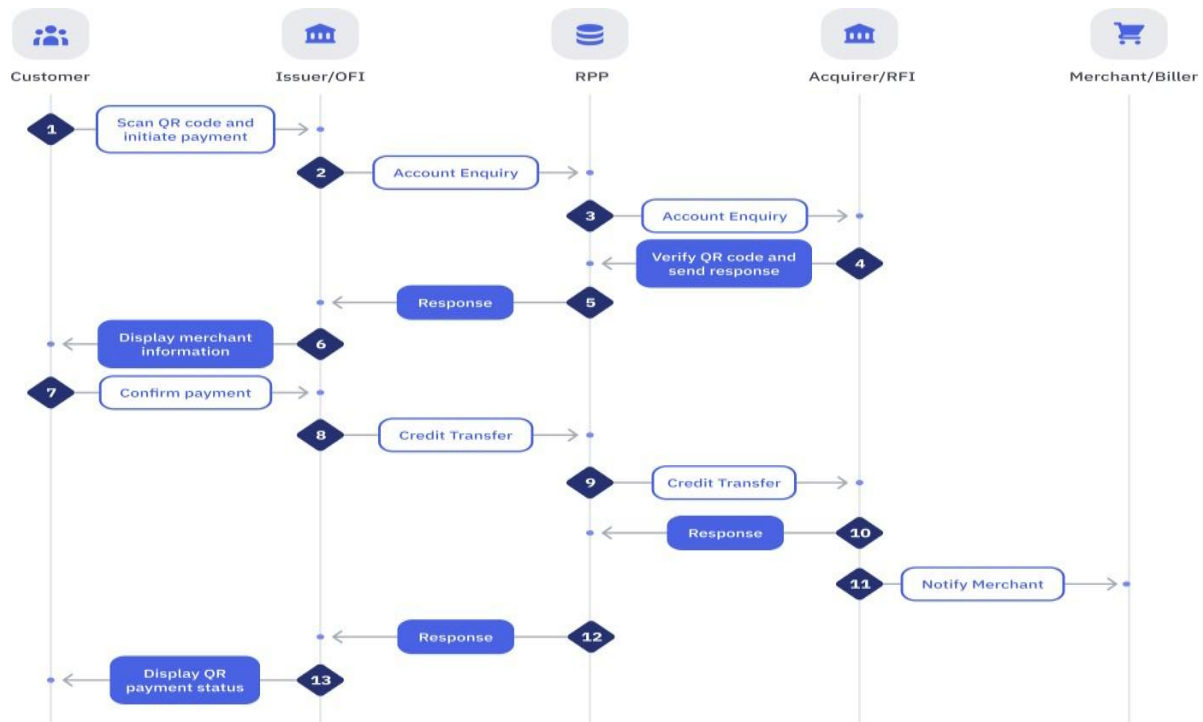


Fig 1. An simple architecture for online payment through QR

## B. Workflow Design

The Tipydo system follows a straightforward and user-friendly process designed to connect service providers with tippers through a seamless, cashless experience. The workflow is divided into two main parts: **Service Provider Side** and **Customer Side**, managed through a secure backend system.

## IV.METHODOLOGY

The effectiveness of a platform largely depends on its ability to deliver a responsive and engaging experience, making the adoption of modern design principles essential. By focusing on intuitive navigation, aesthetic appeal, and performance optimization, digital platforms can significantly improve user engagement. The following section explores the methodology behind the development of the user interface, outlining the key components that contribute to a fluid and user friendly experience.

### A. Requirement Analysis

- Conducted research on digital tipping behavior and existing platforms.
- Identified the needs of two main users: **service providers** and **tippers**.
- Key requirements:
  - Simple account setup for service providers.
  - QR/link-based tipping interface.
  - Secure, cashless payment processing.
  - User notifications and tip tracking.

### B. System Design

- Designed system architecture using **MVC (Model-View-Controller)** pattern.
- Created wireframes for UI/UX across different devices.
- Designed database schema to manage users, tips, transactions, and notifications.
- Planned API routes and user authentication logic.

### C. Technology Stack Selection

Component	Technology
Frontend	React + Vite , Tailwind CSS
Backend	Node.js with Express.js
Database	MongoDB

Component	Technology
Authentication	BCrypt (for password hashing)
Email Service	Nodemailer
QR Code Generator	React-qrcode
Payment Gateway	UPI
Hosting	Vercel

#### D. Deployment and Maintenance

- Deployed the application to a cloud platform.
- Monitored uptime, error logs, and system performance.
- Set up a feedback system for continuous improvement.
- Planned periodic updates for new features and security patches.

The frontend development is designed to provide a seamless and engaging user experience, ensuring smooth interactions between customers, employees, and managers. Using **React.js**, the platform adopts a component-based architecture that enhances maintainability, performance, and reusability. React's **Virtual DOM** allows for efficient updates, ensuring that the tipping interface, employee dashboard, and manager analytics panel operate smoothly without unnecessary page reloads.

For styling, **Tailwind CSS** is implemented to create a clean and professional look while ensuring a responsive design across different devices, including mobile phones, tablets, and desktops. The framework's utility-first approach simplifies styling, making it easy to customize themes to match various business branding requirements.

To enhance navigation, **React Router** is integrated, allowing users to move seamlessly between different sections of the platform, such as the home screen, tip history, and manager dashboard. This setup maintains a **Single Page Application (SPA) experience**, improving speed and user engagement by eliminating the need for frequent reloads.

### V.IMPLEMENTATION DETAILS

#### A. Tools and Technologies

- Backend: Node js Framework
- Frontend: Vite + React.js, Tailwind CSS
- Database: MangoDB
- Authentication: JWT
- Tools: Nodemailer, BCrypt Hash

#### B. Implementation Steps

##### 1. Backend Development

- Set up RESTful APIs for user registration, login, and tipping actions.
- Integrated payment processing API.
- Implemented password hashing using **BCrypt**.
- Configured **Nodemailer** to send emails for registration, tips, and password recovery.

##### 2. Frontend Development

- Built responsive UI for both service providers and customers.
- Integrated QR code generation and link sharing.
- Developed tipping interface (amount input + payment flow).

##### 3. Database Integration

- Created collections/tables for users, tips, transactions, and logs.
- Ensured data integrity and secure storage practices.

##### 4. Security Measures

- Passwords hashed with BCrypt and stored securely.
- HTTPS enforced for secure data transfer.
- Input validation to prevent SQL/NoSQL injection and XSS attacks.

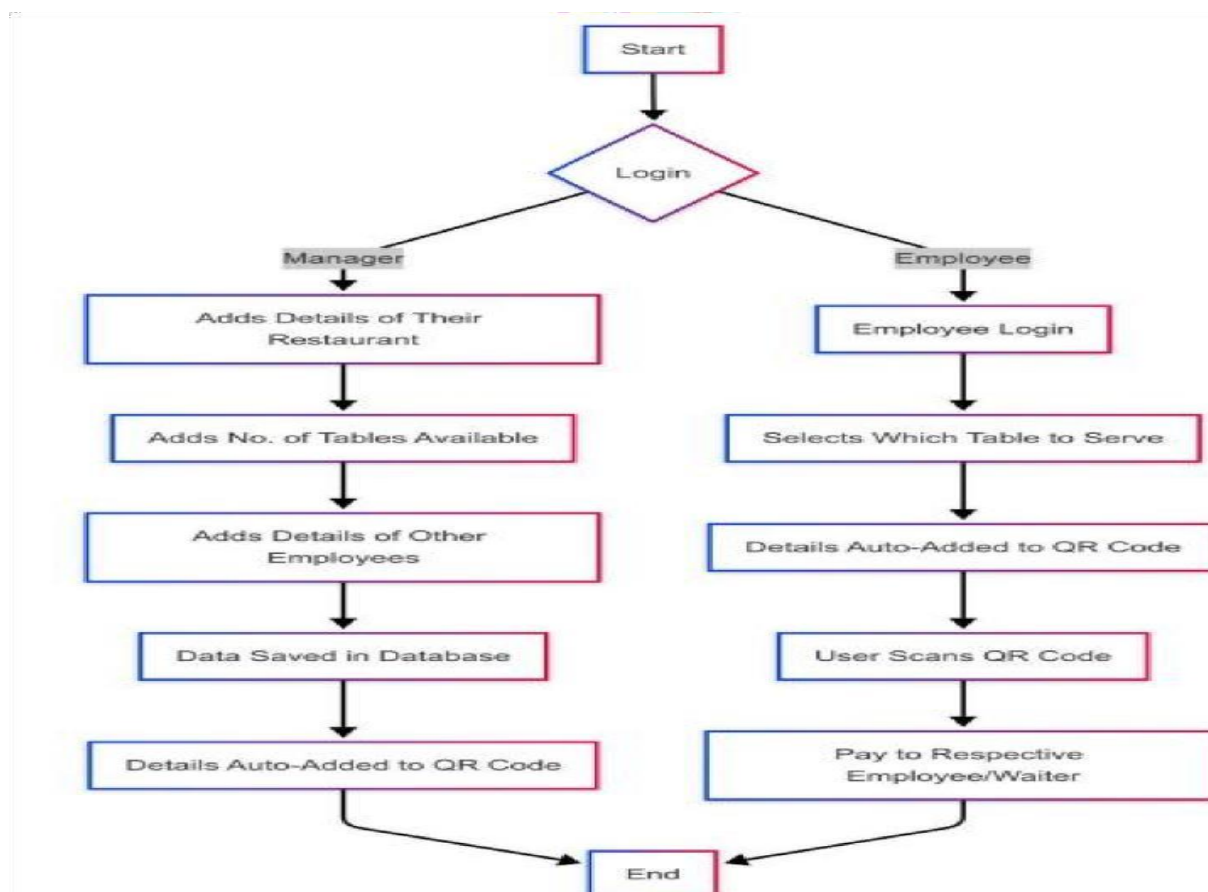


Fig 2:- Tipy-Do Flowchart

### 1. Manager's Workflow (System Setup and Employee Registration)

The manager is responsible for setting up the tipping system and registering employees in the database Fig.3.

#### i) Login to the System:

- The manager accesses the platform using secure credentials.

#### ii) Add Restaurant Details:

- The manager enters essential restaurant information, including the name, location, and type of service provided.

#### iii) Specify the Number of Tables:

- The system requires the total number of tables in the restaurant to allocate employees efficiently.

#### iv) Register Employees:

- Each employee (such as waiters and servers) is added to the system with their details, including their name and role.

#### v) Save Data in the Database:

- The system securely stores all employee details, ensuring accurate records for future transactions.

#### vi) Generate QR Codes for Employees:

- Once the details are saved, the system automatically creates unique QR codes linked to each employee. These QR codes serve as digital tipping points that customers will scan to send tips.

#### vii) End of Manager's Role:

- Once the setup is complete, employees and customers can begin using the system for tipping transactions.

### 2. Employee's Workflow (Managing Tips and Customers)

Employees use the system to facilitate tipping transactions and track their earnings Fig.2.

#### i) Employee Login:

- The employee logs into their dashboard to access assigned tables and tipping details.

#### ii) Select a Table to Serve:

- Employees choose the table they are currently serving so that their QR code can be linked to the correct customer transition.

#### iii) QR Code Auto-Updated with Employee Details:

- The system automatically updates the QR code to reflect the assigned employee, ensuring that the correct person receives the tip.

#### iv) Display QR Code for Customers:

- The QR code can be displayed on the restaurant table, on a bill, or even shared digitally for customers to scan.

**v) Receive Tips from Customers:**

- Customers scan the QR code and complete the tipping process. The tip amount is securely transferred to the employee's account.

**vi) Track Earnings in the Dashboard:**

- Employees can monitor their received tips, transaction history, and total earnings over time.

**3. Customer's Workflow (Making a Digital Tip Payment)**

Customers interact with the system to provide digital tips without the need for cash Fig.3.

**i) Scan the QR Code:**

- The customer scans the unique QR code provided by the employee, which redirects them to the tipping interface.

**ii) Access the Tipping Interface:**

- A secure webpage opens, displaying details of the employee they are tipping.
- The customer inputs the desired tip amount.

**iii) Choose Payment Method**

- The system supports various digital payment options, including credit/debit cards, Google Pay, Apple Pay, and PayPal.

**iv) Confirm and Complete Payment:**

- The customer reviews their payment details and confirms the transaction.

**VI.RESULT**

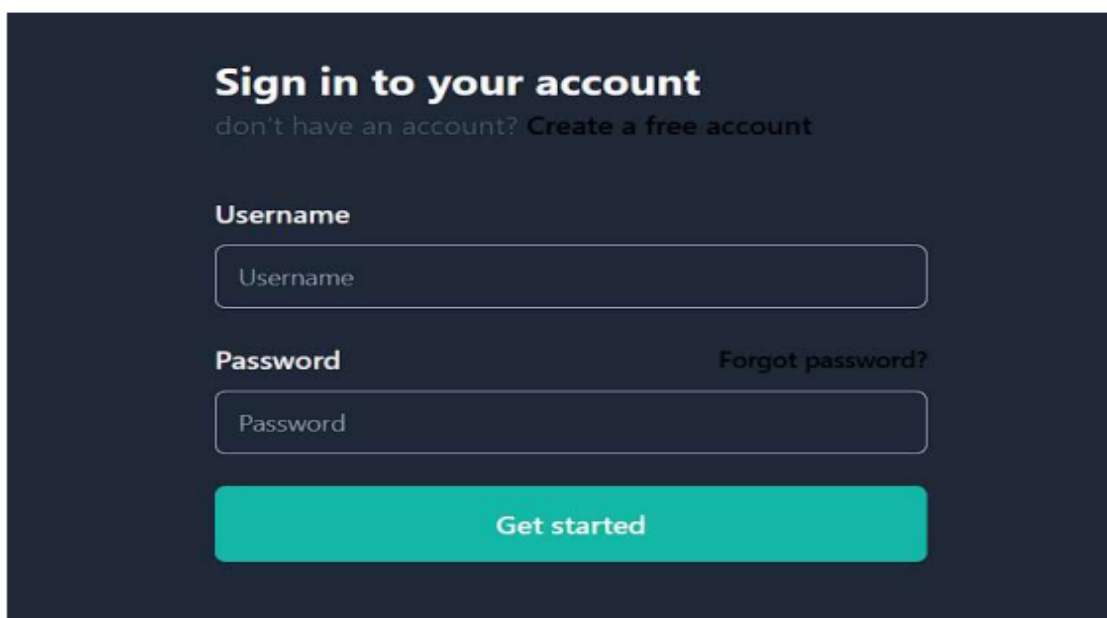
**Simplified and Transparent Tip Management**

**For Managers:**

**Seamless Business Registration:** Managers can easily register their restaurant or service-based business by entering basic details such as the name, location, and table setup. This automated system reduces manual record-keeping and minimizes administrative workload. **Efficient Employee Management:** Managers can add employees by providing their details (name, role, and unique ID) and assigning them to specific tables or service areas. This structured approach ensures clear accountability and a streamlined tipping process. **Real-Time Insights:** A centralized dashboard allows managers to monitor tipping patterns, track employee earnings, and assess overall business performance in real time.

**For Customers:**

**Hassle-Free Tipping:** Customers can tip effortlessly by scanning a QR code placed at their table or provided by the employee. This eliminates the dependency on cash and aligns with modern digital payment preferences. **Transparency and Trust:** When a QR code is scanned, the system displays the employee's name and role, ensuring customers know exactly who they are tipping Fig.2. This feature enhances trust and reliability. **Flexible Payment Methods.**



*Fig.3 Login Pages*

**For Employees:**

**Instant and Fair Tip Distribution:** Employees receive their tips directly through the system, ensuring a transparent and fair allocation. This eliminates the risk of lost, stolen, or mismanaged tips, providing financial security Fig.4.

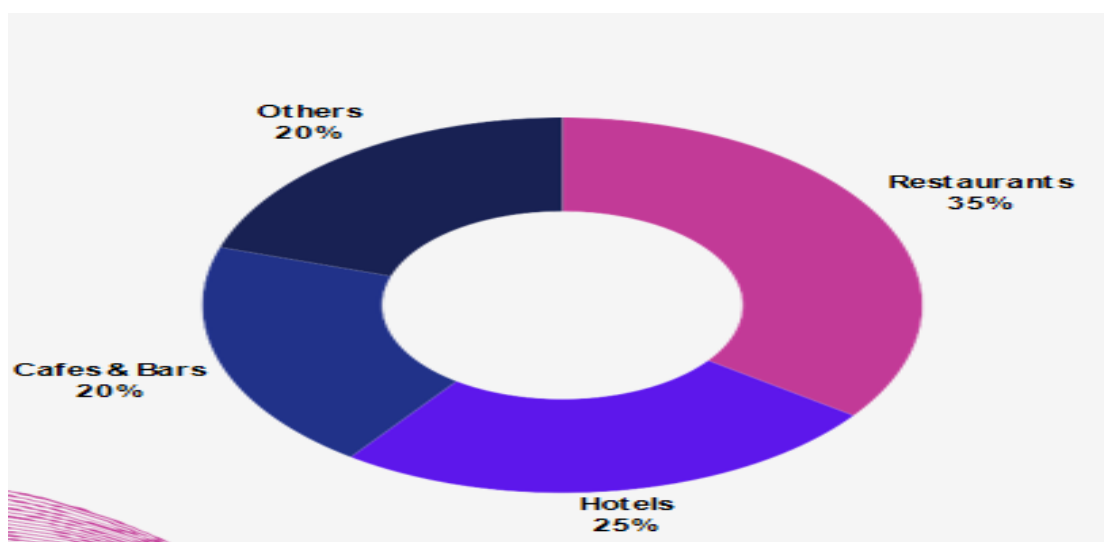


Fig 4.: Target Markets

**Unique QR Codes for Accuracy:** Each employee is assigned a personalized QR code linked to their profile. This guarantees that every tip is correctly attributed to the intended recipient, preventing misallocations.

**Enhanced Job Satisfaction:** Prompt and accurate tip distribution ensures that employees feel valued and appreciated for their service. This leads to higher job satisfaction, increased motivation, and ultimately better service quality for customers.

#### Time and Effort Savings

**Automated Workflow:** The entire tipping process is automated, from QR code generation to tip allocation and payment processing. This reduces manual effort and minimizes the risk of errors. **Efficient Table Management:** Employees can easily assign themselves to tables through the system, streamlining the process of managing multiple tables and ensuring efficient service.

**Faster Transactions:** Customers can complete tipping transactions in seconds by scanning a QR code and selecting a tip amount, eliminating the need for cash handling or waiting for change. **Reduced Administrative Burden:** Managers no longer need to manually track tips or handle cash, freeing up time to focus on other aspects of business operations.

#### Digital and Secure Transactions

**Cashless Tipping:** The system provides a modern, cashless way to tip, aligning with the growing preference for digital payments. This is especially beneficial in today's increasingly cashless society. **Secure Payment Processing:** All transactions are processed using PCI DSS compliant encryption methods, ensuring the security of customer payment data.



Fig.5 : Qr Code

**Role-Based Access Control (RBAC):** The system restricts access to sensitive information based on user roles, preventing unauthorized access to data.

**Audit Logs:** All system changes and transactions are logged, providing a transparent and tamper-proof record for security monitoring and compliance purposes.

### Scalability and Flexibility

- Adaptable to Business Size:** The system is designed to work for businesses of all sizes, from small local restaurants to large chains with multiple locations. Its modular architecture allows for easy scaling as the business grows.
- Multi-Location Support:** Managers can register and manage multiple locations under a single account, making it ideal for restaurant chains or businesses with multiple branches.
- Customizable Settings:** The system allows managers to customize settings such as minimum tip amounts, auto tip distribution, and table layouts, ensuring it meets the specific needs of their business.

### Enhanced Customer and Employee Experience

- Modern and Convenient:** By offering a digital tipping solution, the system enhances the overall customer experience, making it more convenient and aligned with modern payment habits.
- Employee Motivation:** Fair and transparent tip allocation boosts employee morale and motivation, leading to better service and customer satisfaction.
- Customer Engagement:** The system can be integrated with loyalty and rewards programs in the future, encouraging repeat business and fostering customer loyalty.

## VII.FUTURE RESEARCH ASPECTS

While Tipy Do already provides a powerful digital tipping experience, the platform has great potential for further expansion and enhancements. Below are some future developments planned for Tipy Do:

### 1. Loyalty and Reward System

- Introduce a customer loyalty program where frequent tippers earn rewards or discounts.
- Implement badges and achievements for employees based on tip milestones.

### 2. AI-Powered Insights

- Use Artificial Intelligence (AI) to predict tipping trends and suggest strategies to increase employee earnings.
- AI-based dynamic tipping recommendations for customers.

### 3. Payroll & Accounting Integration

- Seamless integration with payroll systems to allow employees to withdraw tips with their salaries.
- Automatic tax calculations based on local regulations for better compliance.

### 4. Blockchain-Based Secure Transactions

- Implement blockchain technology to ensure tamper-proof tip transactions and greater transparency.
- Enable cryptocurrency tipping for users preferring decentralized payment options.

### 5. Multi-Currency and Multi-Language Support

- Expand the platform to support multiple currencies for international businesses.
- Provide multi-language support for a global customer base.

### 6. Voice & NFC Payment Support

- Enable voice-activated tipping using AI assistants like Alexa or Google Assistant.
- Add NFC (Near Field Communication) support for contactless tipping without scanning a QR code

## VIII.CONCLUSION

Tipy Do represents a significant step forward in modernizing the tipping process by providing a secure, efficient, and transparent digital platform. Through the integration of QR code technology and digital payments, it eliminates the need for cash transactions, ensuring a seamless and convenient experience for customers while offering fair and instant tip distribution for employees.

For businesses, Tipy Do is a scalable solution that streamlines tip management and provides real-time analytics, allowing managers to gain valuable insights into employee performance and tipping trends. The system's security measures and automated workflows not only enhance operational efficiency but also build trust among users.

By revolutionizing traditional tipping practices, Tipy Do fosters a more equitable and rewarding system for all stakeholders, ultimately leading to improved employee motivation, customer satisfaction, and business growth in the service industry.

## References

1. Ravikumar, T., B. S., Prakash, N., & Krishna, T. A. (2022). *Digital Financial Literacy Among Adults in India: Measurement and Validation*. SSRN Electronic Journal.
2. Banerjee, A. K., & Pradhan, H. K. (2022, October 10). *Influence of demographic profiles in adoption of digital payment system in India: a multigroup invariance analysis*. *Technology Analysis & Strategic Management*, 1–17.
3. Kurian, A. (2021, July 10). *A Study on the Digital Payment Adoption in Millennials Amid Covid-19*. *International Journal for Research in Applied Science and Engineering Technology*, 9(VII),
4. Ghosh, Gourab. (2021). *Adoption of Digital Payment System by Consumer: A review of Literature*.
5. Nandurkar, Pankaj &Salunkhe, Harshal. (2020). *Digital Payment System with Reference to Financial Transactions in India: An Empirical Analysis*.
6. Sivathanu, B. (2019, March 4). *Adoption of digital payment systems in the era of demonetization in India*. *Journal of Science and Technology Policy Management*, 10(1), 143–171. <https://doi.org/10.1108/jstpm-07-2017-0033>.

7. S. Fernandez and S. Gössling, "International Journal of Hospitality Management," vol. 117, Feb. 2024.
8. Martin-Rios and V. Fointiat, EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland, Switzerland, 2021.
9. O. H. Azar, "Incentives and Service Quality in the Restaurant Industry: The Tipping – Service Puzzle.
10. A. "Dyussebayeva, M. Gössling, and S. Hall, "Would you like to add a gratuity? When explicit requests hamper tipping," 2022.
11. M. Lynn, "Do tip percentages affect server job tenure, or vice versa?: Evidence from a panel dataset," 2023.
12. J. Frias. "State waives nurse to patient ratio, other requirements in Mass." WHDH. <https://whdh.com/news/statewaives-nurse-to-patient-ratioother-requirements-in-mass/> (accessed May 22, 2020).
13. "New York City Coronavirus Map and Case Count." *The New York Times*.
14. Vijeta Sharma, Manjari Gupta, Ajai-Kumar, Anddeepthi Mishra, "Video Processing Using Deep Learning Techniques:A Systematic Literature Review", October-7-2021
15. Alexander D., Boone C., Lynn M. 2021. "The Effects of Tip Recommendations on Customer Tipping, Satisfaction, Repatronage, and Spending." *Management Science* 67 (1):146-165.
16. Argo J. J., Dahl D. W. 2020. "Social Influence in the Retail Context: A Contemporary Review of the Literature." *Journal of Retailing* 96 (1): 25-39.
17. Warren, N., Hanson, S., & Yuan, H. (2020). Feeling manipulated: How tip request sequence impacts customers and service providers? *Journal of Service Research*, 1–18.
18. R Core Team. (2020). R: A language and environment for statistical computing. R Foundation for Statistical Computing.
19. Azar O. H. 2020. "The Economics of Tipping." *The Journal of Economic Perspectives* 34 (2): 215-236.
20. Berry C., Hoffman D. K. 2023. "Communicating Intent: Effects of Employer-Controlled Tipping Strategy Disclosures on Tip Amount and Firm Evaluations." *Journal of Business Research* 160: 113752.
21. Bluvstein Netter S., Raghubir P. 2022. "Nothing Matters": A "0%" Option Increases Consumers' Voluntary Payments." In Association for Consumer Reserch. Denver.
22. Bettencourt L. A., Harmeling C., Bhagwat-Rana Y., Houston M. B. 2021. "Consumer Job Journeys." *Journal of Service Research*: 10946705211032501.
23. Bluvstein Netter S., Raghubir P. 2021. "Tip to Show Off: Impression Management Motivations Increase Consumers' Generosity." *Journal of the Association for Consumer Research* 6 (1): 120-129.
24. Castillo V. E., Mollenkopf D. A., Bell J. E., Esper T. L. 2022. "Designing Technology for on-Demand Delivery: The Effect of Customer Tipping on Crowdsourced Driver Behavior and Last Mile Performance." *Journal of Operations Management* 68: 424-453.
25. Chen J., Xu A. J., Rodas M. A., Liu X. 2023. "Order Matters: Rating Service Professionals First Reduces Tipping Amount." *Journal of Marketing* 87 (1): 81–96.
26. Chen X., Ji L., Jiang L., Huang J. T. 2022. "The Bright Side of Emotional Extremity: Evidence from Tipping in Live Streaming Platform." *Information & Management*. 103726.
27. S. Fernandez and S. Gössling, "International Journal of Hospitality Management," vol. 117, Feb. 2024.
28. C. Martin-Rios and V. Fointiat, EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland, Switzerland, 2021.
29. O. H. Azar, "Incentives and Service Quality in the Restaurant Industry: The Tipping – Service Puzzle."
30. W. Cao, Y. Liu, and S. Li, "What drives users to tip? The impact of contributor experience, content length, and content type on online video sharing platforms," Dec. 2024.