

Getting Tipped: Gender and Appearance in the Restuarant Industry

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Abstract:

This study examines how different appearances and norms in the restaurant industry can measure success and how customers stereotype different servers. Describing how one's appearance and genetic makeup affect success in the restaurant industry to meet the standards and norms. This study gathers insight into what the servers think about this topic and whether they believe it is true, answering a survey to gather information for this study. The findings gathered for this study can include depending on how long someone has been a server the answers can differ, on the fact whether they believe that they get more tips due to appearance and gender roles. Nonetheless, this study addresses the issues that the restaurant industry servers have endured due to how appearance and norms in the restaurant industry can measure success in the restaurant industry.

Introduction:

When you go out to a restaurant do you tip on customer service quality or the appearance of a server? If a customer has never worked in customer service or worked as a server before they might think that this job is easy. Let me tell you it is not. Running around with ten tables making sure that they have everything you need to make them happy, and then you run into a "Karen" or a "Brad." Meaning a bossy, rude, and always think that they are right type of customer, even when no one else can agree with them. This can ruin the whole night. This kind of customer will complain that the service has been horrible, and everything that the server brought out was wrong (getting their entrees before their appetizers), make the server cry, complain to the manager, and not tip at the end of the night. I can tell you that this can happen in a restaurant because that is a story that happened to me.

I have been a server for over four years and there is never a dull moment whether it's with your coworkers, customers, or managers. I started serving at the legal age where you are allowed to serve which was at eighteen years old. I started at a chain restaurant called P.F. Chang's, and during that, I worked at a summer restaurant called Castaway Bar and Grill, after those two I started at a Mexican restaurant called Del Fuego, and finally where I am now which is a fondue restaurant called The Melting Pot.

All different types of people work in the restaurant industry. People are servers for different reasons. It could be that their parents are making them get a job, spending money, or rent and bill money. I have met some of my close friends while working at the same place. Some of the servers I would never have thought I could be friends with. I work with people in their fifties down to their teens and it's all a family where I have worked. Based on my experience, the fast pace, the diversity of customers, and the challenges seem to bond restaurant workers. There is never a dull moment when the servers at the same restaurant all go out together, they never run out of things to talk about because there are always different stories with customers and other workers.

I can see the different types of ways that the servers present themselves when going to work. Some people look like they just got out of bed and then others look like they spent over two hours making sure they look perfect to make the most money. Personally, it depends on the day but I will always have some sort of makeup on because that is a part of my daily routine. When I first started I was one of those people who would spend a lot of time on their appearance because I thought I would make more money at the end of the night. But after years of working, I slowly realized most people don't care if your eyeliner is perfect or if your hair is perfectly curled. It's based on the service that they will receive.

In this senior project, I explore how appearance, gender bias, and beauty in society are reproduced explicitly within the restaurant industry. Methods for this study include using a small survey to get information and insight into real servers working and their present or past experience with this topic of beauty standards working in different types of restaurants. Knowing that everyone has their own experience in the world, but most servers will have the same experience with a customer as their coworker. Aesthetic labor can be described as a type of appearance that is the face or image of the business. This plays a role in this study because they are doing what is best for the company and not for the servers working for them, as long as they look good the company will succeed in their eyes. The results will show how other servers think and their perceptions of their own experience working in the industry.

Literature Review:

The restaurant industry as a topic has controversy about gender roles, grooming standards, and genetic makeup which all come down to appearance. Having grooming standards while in the workplace is especially big in the restaurant industry. This can show how a server's age, appearance, and gender can affect the way customers interact with these workers. The identity of someone can alter the effect of how the server can do their job and the way the customer may interact with them.

Caven's article called "Performance, gender, and sexualized work. Equality, Diversity, and Inclusion" shows that it is known that women have more grooming checks than males to make sure that they are presentable. But he makes a good point by saying the workplace is not paying their staff extra to go and get the new makeup or to make sure that the servers have their nails done before going into a shift. Gender and beauty norms come into play in this situation. Females and feminine people have this type of stress in the beauty world to make sure they are living up to the norms, especially within the restaurant industry. This social construction brings in how sociologists think when they hear about gender and beauty norms.

Wearing makeup may cause a confidence booster some servers need to be able to know that they are making more tips off of it. But Batres's article called "Examining the cosmetic placebo effect," thought to see the placebo effect on whether makeup matters or not when trying to get money. Instead of in a restaurant he did it to see if people would donate money towards the American Red Cross comparing whether they got more money while the people had makeup on or not. The catch was the people didn't know if they applied makeup to their faces. "All the students reported not feeling any differences between the two conditions and were surprised when told that in one condition cosmetics were only pretended to be applied to their faces"

(Batres, 2019, p. 4). Not knowing if you have cosmetics on your face may increase their confidence in trying to get people on the street to donate to the cause. The people in this study reported that they felt the same when people approached them not knowing that the applicants didn't have makeup on.

Djukic explains that having a grooming standard, for example, makeup in the workplace is an unexplored topic in discrimination law. People post “effortless” makeup looks but in the end, this all still takes time to complete when getting ready. “The cosmetic industry has invented the natural look, which is nonetheless achieved through the use of makeup” (Djukic, 2021, p. 104). If you are not familiar with makeup this can take a person a long time to do. When relating this to the workplace everyone has their makeup and a job shouldn't have a say in whether you should wear makeup or not. Also, this is related to how workers in the service industry think. For example, if their makeup and hair are done perfectly they will get more money at the end of the night which is not the case in most cases. Gary Alan Fine also talks about this in his book “Kitchens: The Culture Of Restaurant Work”, this shows the difference between the front-of-house workers and the kitchen, back-of-house workers. “Cooks work on food; servers work with customers” (Fine, 1996, p. 98). He shows that female servers might be told not to wear bright colors on their nails because it's not proper. But in the kitchen, no one is told anything because the public does not see them.

This can all cause burnout in the staff, by having them keep up with the aesthetic labor of the job. Being in this type of work, having to put a smile on the server's face no matter what has happened to them throughout the shift can be exhausting. Emotional labor is the number one reason for burnout to occur. As Katircioglu concludes this type of labor is not just looking good it's hiding your feelings and always being on your best behavior when in front of the guest.

Education levels can change the different ways that a worker reacts in different situations. Being overworked in a restaurant can cause burnout and it can be emotionally draining to always have to put a smile on. “There is a significant relationship between aesthetic labor performance of female frontline employees and their burnout level” (Katircioglu, 202, p. 519). Female servers have the worst end of this illustrating there is a difference between males and females when it comes to this topic. Szymanski also talks about burnout in their research and the intentions to leave their jobs because of it. Waitresses can see this mostly in jobs where appearance and sexually objectifying restaurant environments. Yes, every restaurant can be sexually objectifying but restaurants like Hooters, or Twin Peaks make sure the women in the front of house are kept clean, presentable, and up to beauty standards with management. Employees in these restaurants have lower-level personal power and support in the workplace. Places like Hooters, and Twin Peaks hire only females because mostly men will dine at these restaurants. They don’t hire males in the front because that’s not the type of restaurant the management wants it to be. They want pretty girls in the front serving the customers, which is arguably sexist and degrading.

This gender bias is seen in the hiring process when appearance and stereotypes can play a role. Women can get judged in their job at a restaurant by being either too sexy or not attractive enough and Keonig reviews how different types of females and males that were in all different types of employment and also some unemployed were put into different groups to see how they interact with each other. Social role theory is also stated in the article as how other correspondents interfere with group members, and the typical role behaviors are the reason and key process that causes the creation of stereotypes in the first place. “Our research supports the social role theory claim that correspondents’ interference from group members’ typical role behaviors to their group stereotypes is a key process that creates stereotypes” (Keonig, 2014, p.

388). Each person when being hired will have a different stereotype, meaning if you are a host you have to look out together because you are the first person that a customer sees when walking into the restaurant. Also, a server knows the right thing to say when something may go wrong with a table. When being hired and put through the training process Prewitt explains that if a person gets hired because of looks it can only take you so far in the industry. “The essence of the Hooters brand is female sex appeal, and as a result, one must first be female” (Prewitt, 2003, p. 6). They can show you have to serve tables but not put a smile on your face even though it can be a tough situation. Having a personality that can fit within the norm and not a personality that can be perceived as someone rude and not pleasant to be around. When it comes to appearance and stereotypes it can come down to the little things, like hair color and which a person prefers when serving a customer. Gueguen studied this in his research, having different subjects wear different colored wigs. “This experimental study confirmed that physical appearance can act as a discriminatory factor in the labor market and hair color appears to be linked with such discrimination” (Gueguen, 2012, p. 371). Also, it is important to note that they had different colored wigs but the same clothes, the same style, and length and were told not to wear makeup. Overall they found that blonde-haired women receive larger wages of tips compared to the red, brown, and dark-colored wigs.

With the data, Basnyat found two themes were recurring. One is how to reinforce stereotypes that can be identified with typical roles that can be associated with women. These people think that women are preferred over men because of the caring and thoughtful nature of women a characteristic that some men don't have. The second theme was the selling and showing off of female servers and their beauty and physical attractiveness. Having a young beautiful woman standing at the door when walking into the restaurant is found to be more

welcoming than someone who does not have these characteristics. This research can relate to Lynn's research called "Determinants and consequences of female attractiveness and sexiness: Realistic tests with restaurant workers." This research was more on their measurements and physical appearance. Lynn asked questions in their interviews about measures of attractiveness, sexiness, percent tip, age, breast size, waist size, BMI, current server, region, restaurant expensiveness, marital status, and uniform sexiness. This study indicated that waitresses' self-rated physical attractiveness increased with their breast size and decreased with their ages, waist-to-hip ratios, and body sizes. This was a rating from what the waitresses thought of themselves. In further research, they should get a customer's point of view on these types of questions and see if they relate to their answers.

Attractiveness can be measured in different ways because one person might find a server attractive while on the other hand, another customer might not think the same thing. But Luoh looks at how attractiveness and customer service interact with each other. Luoh looked at four different scenarios that included " (1) Tangibles refers to the establishment's physical facilities, equipment, and appearance of personnel. (2) Reliability refers to the organization's ability to perform the promised service dependably and accurately. (3) Responsiveness signifies the willingness of service providers to help customers and to provide prompt service. (4) Assurance relates to the knowledge and courtesy of employees and their abilities to convey trust and confidence" (Luoh, 2009, p. 1097). Finding out these answers will help determine whether or not the service and appearance can be related to each other or not. After this was constructed the results showed that all of the respondents preferred servers with attractive appearances. Klein also brings up a good argument when it comes to attractiveness as a server. Most people know that servers get tips and that's the main part of their income when it comes to either bartending or

serving in a restaurant. “When female servers receive tips, sexual behaviors on the part of male patrons will be perceived as more legitimate than when female servers receive fixed salaries” (Klein, 2021, p. 450). The men before they entered the bar were shown a sexualized photo of the bartender and they decided to act the way they were going to by the way the bartender looked when entering the bar. The researchers were rated in the way that they tried to get the bartender’s attention on a scale, for example, 1- not at all acceptable, 7- very acceptable, like if someone yelled out “hey baby” or whistled at her less acceptable than saying “excuse me” to catch their attention. This is a form of sexual harassment and bartenders have to deal with this type of behavior based on their appearance.

Erving Goffman who is a sociologist wrote the book *The Presentation of Self in Everyday Life* which used restaurants as an example of how people perform different ‘selves’ in public. Front-of-house workers have a more strict line of work because they are what the customers see. For example, when talking to a customer, chewing gum while talking to them can come off as rude, but having a fixed smile on your face at all times and not slacking off is a requirement for most companies if not all of them. This is all related to aesthetic labor. Genc researched this topic and “ Our study investigated how restaurant managers’ ESC affects the aesthetic labor of service and kitchen employees. The data supported all of our hypotheses; managers who are people-oriented and support their employees socially and emotionally also improve perceptions of their aesthetic labor.” (Genc, 2020, p. 1217). Having to control your emotions like Goffman said and having to take care of the customers and having to put a smile on your face even if they are not happy. The appearance of the servers is important including facial hair, makeup, and personal hygiene, because customers don’t just evaluate food and drink orders but everything that they will see in the restaurant. “When employees’ physical attractiveness was not high

enough to be noticeable, consumers tended to display more negative behavioral intentions after a service failure when the server wore an ECCC. The social objectification theory from Gray says that someone more attractive makes individuals who are in the industry most likely to suffer from negative competence judgment” (Wu, 2019, p. 33). When working in a restaurant for a long time they get seniority and the newer servers in that restaurant look up to these servers for tips and guidance. This means that the senior servers have more standards than the other new servers because they can't make little mistakes or they will get in more trouble with the management team.

This can lead to colleagues and the type of people that servers have to work within the restaurant industry. “Colleagues may be defined as persons who present the same routine to the same kind of audience but who do not participate together, as teammates do, at the same time and place before the same audience.” These people can relate to the type of position they are in the restaurant but do not do the same role as them. These people can either watch you succeed or watch you fail without helping. That is the difference between the front of the house and the back of the house because the kitchen doesn't care if you messed up and dropped a drink on a customer but the kitchen cares if the server rings in the wrong item or has to remake a menu item. There may also be a disadvantage of a worker's age when entering the restaurant industry. When customers go to a restaurant there could be an eighteen-year-old server or there could be a fifty-six-year-old server because anyone can join the industry. Being a younger server in the industry can have a disadvantage because the older servers may leave out the younger servers because they are “too young.” This can cause a break in the colleagues and some may not have your back as others would.

Overall these studies illustrate my main question which is how does one's appearance and genetic makeup affect the success in the restaurant industry to meet the standards? They explore how different appearances and norms in the industry can measure success and how customers stereotype different servers. Documenting the biases regarding gender and beauty in society at large are reproduced in an explicit way within restaurants. This can also relate to the way the restaurant industry works as a whole and how everyone has a different role to make sure that the customers are happy and if the customers are happy then the servers are happy as well.

Methods:

In my research explains how does one's appearance and genetic makeup affect success in the restaurant industry to meet the standards? Knowing how this research question (you never state the question here) can help identify the reasons for certain behaviors when it comes to the restaurant industry. This data will include a small survey to be able to get the information needed to answer my questions. Gathering data through a survey and quantitative approach will allow me to understand how servers may modify their appearance at work, and why they do it. Focusing on the front of house in a restaurant, knowing how social identity can play a role in the performance of a server.

Using a quantitative approach for research will help me more with data and numbers when it comes to the survey. Being able to compare all the information is the type of data that this method will allow me to collect. For example, how long have you worked in the restaurant industry and the certain routines people do? Also getting descriptive insights on what other servers think about their performance while working. Compared to qualitative research is how people think and respond within the society that they are put in. Using measurable data is better for my research and questions that I have and will get answered. Overall qualitative research for my study is the better sociological choice and the survey will help instruct future research that is done on this study.

For my data collection, I will use a survey for my research and this will help me get more information and a bigger amount of it. By sending out a survey I will still be able to answer what is needed for my research from the people in the restaurant industry. This will be conducted with mostly women to get their type of routine in the way they get ready and present themselves at the workplace. To distribute this survey I can send it to people I have worked with in the past and the

present in the restaurant industry and it will be anonymous. Also, letting the other workers send it to other people that they have worked with in the present or the past. My goal is to get at least thirty people to answer the survey to be able to continue with my quantitative research. The survey will be about twenty questions long, getting their basic information for example how long have you worked in the restaurant industry? Do you like working in the restaurant industry? Also, in relation to Goffman, how does your presentation of self represent yourself in the restaurant industry? In other words, how do you represent yourself when going to work than in your everyday life? What is different when representing yourself between the two? I want to ensure what their opinions on the matter are also because, at the end of the day, it is the representation of themselves when they are working. There are strengths in using a survey for this research like how reliable this is and versatile. Knowing that many people can answer these questions in a larger quantity than other methods. Also, there can be limitations to constructing a survey, for example, servers can be biased, and not know if everyone taking the survey has worked in the service industry before.

Those types of questions will help me find out the bigger idea when it comes to this project because everyone has a different way they present themselves to the work so how does this all change when your money income comes from if the customer had a good experience or not? Also in the way esthetic labor can play a role in this, and what is expected from you instead of the appearance and how the job can have to fit a certain type of role to make sure the guests get a good experience when going out to eat. The esthetic makeup of someone can show a lot through how servers communicate with the guests and how each person is different in that aspect. Sending out a survey will get information from different servers about what their routines are and what esthetic labor and makeup mean to them. Goffman shows how the presentation of

oneself can be shown through all types of workers but is closely related to the research I am doing. Impressions and expressions show the different ways that servers and workers are working hard to give you the right experience when dining. There might be different rules that are in play when doing this type of research and how different managers expect from other ones in a way they are perceived from the customer's point of view.

Findings and Analysis

During my quantitative approach for this research and used survey research to get the findings and results for my research. When sending the survey out this research needs different types of people to answer to get correct results that are accurate for people in the restaurant industry. Overall thirty people answered my survey but the majority of the people who answered are white females that are twenty-two to twenty-four years of age. Having questions in the survey that are broad enough to get the different ideas from other servers is helpful to be able to compare and contrast people's thoughts without it being a yes or no question.

Women answering this survey more than males can lead this to be a biased survey about the restaurant industry but it can be shown on both sides and their thoughts about how appearance can affect them in the restaurant industry. Most people who have responded agreed that women receive more tips than males because of the appearance factor, but most restaurants have uniforms so their hair, makeup, and physique can determine this, and not the clothing that they are wearing. One participant said "For starters, based on your appearance you can be more likely to get hired at a higher-end restaurant where your base pay will be higher or the tips will be higher. But regardless, people will tip more if you look put together and present yourself well." This is stating that appearance can get your foot in the door at a restaurant but all the money at the end of the day relies on personality. But this is only one person's thought and the other twenty-nine of the people are most likely to disagree. Most people who responded also said that going along with the other topic that there is a gender bias, some of the respondents stated that there are a higher number of females that work in the restaurant industry than males. The grooming standards start at the interview as the other participants stated before, so the management would not hire someone who they thought was not going to keep their grooming up

to the standard that they are looking for. Another participant stated that they work two jobs one is in Central Park in New York City and the other one is in White Plains and the standard is different depending on the area that they are in. This can be based on location and the type of restaurant and standards that they have in the city they are in.

In regards to all the answers on the survey, 89.5% of everyone who answered agreed on the fact that the appearance of a server may affect their success in the restaurant industry. This industry is based on power structures of people and doing anything to make the customer happy leads the server to make more gratuity at the end of the day. The servers will take being yelled at and being harassed in the industry to get a twenty percent tip or more. The managers and owners of the restaurant get to decide whether your appearance and uniform are up to code because if they think that the server does not look together and the grooming standard is not good then they can send them home for the night making them leave with no money. Being in the restaurant industry is a different type of job than sitting at a desk all day, they are not going to send someone home based on one day that they did not wear the appropriate office attire but people have seen this in the restaurant industry multiple times. Having power in the restaurant industry can get to the manager's heads because most likely the servers are starting at the youngest age that they can begin serving which is eighteen years old. Younger servers are not going to stand up for themselves as much as older servers that are past their thirties. Most restaurants have younger servers working and they don't think it's because of the appearance so some of the participants realized this and made sure to write it in the answers for the survey.

Participants who answered the survey all had somewhat similar answers because they are part of a community that no one else will understand, it's a culture where they all can come together and agree on different situations that have been shown in the restaurant industry. In

Keonig's article where he writes about different stereotypes, this can be related to the different participant answers received in this survey (Keonig, 2014). In the question about whether servers think they get better tips on the days they put more effort and time into their appearance, 73% of participants agreed with this statement. Also how 78.9% of participants believe that they get more tips from an all-male table than an all-female table. Whether it's the servers that are stereotyping the tables or the tables are stereotyping the servers when they walk up to a table it's judgment at first sight. One of the participants said, "Whether we think about it or not when I go up to a table to greet them I am already thinking in my head if they look like the type to tip or not." Everyone has a bias when it comes to this whether it's the race of the people at the table, the sex, or the group of people.

This can relate to the theme of aesthetic labor that Katircioglu states in his article, he shows how it is to be a female frontline employee in a five-star hotel. People are more likely to stay in a place that is aesthetically pleasing than not, whether it is a restaurant or a place to hang out. But related to the serving industry, people are more likely to make sure that the people that are at the frontline of the restaurant are aesthetically pleasing to the eyes of a customer hence why they would stay at the bar or table longer and spend more money. Participants responded and said they take roughly thirty minutes to an hour to get ready for work, the people who responded and said that they take an hour to get ready for work also stated that they think that they receive better tips than their coworkers at the restaurant. One participant stated "I spend extra time on getting ready for my shifts than some of my friends that are in the industry as well to make sure I look put together for the shift and I know that I get more tips than my other coworker. I like to think it's because my appearance and effort pay off when it comes to this." Tricking the brain into thinking that this is the reason can lead to more success for certain people

in the industry and what Katircioglu states which was, “there was a difference in participant’s aesthetic labor performance in terms of their aesthetic perceptions.” (Katircioglu, 2021, p. 522) Having different perceptions of how to make money and keep the guests happy is different for everyone.

Contributing to Goffman’s theory in the book *The Presentation of Self in Everyday Life* is how people perceive themselves in public and the restaurant industry, it’s a perfect way to show examples of this because all servers think of themselves in a certain way when serving (Goffman 1959). One of the participants said when answering the question about if they get better tips than other servers that they work with and they stated “Yes because I wear my hair in pigtails.” But in regards to this, that is their personal opinion, does the participant think this because one day she got more tips because her hairstyle was in pigtails, or was it because it was a busy day and they had better customer service and that was the reason why they did better that day. In the public’s eyes, they might not even like this person’s hair or did not even think twice about looking at a hairstyle. This can happen a lot in the restaurant industry, the server can perceive themselves in a different way than the customer perceives them, they might think that they did their makeup or hair to its best potential and the customer might not have even noticed. This can trick the brain into thinking that this is why they are succeeding in the industry over someone else which might not be the case.

Batres’s article on physical appearance and placebo effect can relate to these answers as well, Batre’s study on the cosmetic placebo effect shows how someone does not know if they have makeup on while trying to get donations for the American Red Cross, so the confidence does not come from wearing the makeup but not knowing if that person has makeup on or not (Batres, 2019, para 1). Multiple participants all stated in some way how they take time into their

appearance so they can get higher gratuity but if studies show that it's about confidence and not about appearance and makeup they would not worry about the time they put into their appearance. Showing that how in Batres's study there was no significant difference between whether the females got more donations while wearing makeup or not (Batres, 2019, para 14). This is the same when being a server because they don't know if the customer is tipped based on the person's appearance or skill in the restaurant.

The study's findings were surprising in some aspects but mostly predicted due to the survey questions and answers. Comparing the participants who have worked in the restaurant industry for over five years to the people who only worked in the industry for two to three years had different answers for the questions which was expected. The participants who have worked in the industry for longer notice that the gratuity comes from good service and not from appearance and on the other hand the newer servers think that their tips only revolve around appearance and making sure their hair and makeup are perfect. But as this is the norm of the industry about how people perceive that appearance is everything, other research can prove why it's not. One of the participants who has been in the industry for five years stated "Most customers don't care if your hair is perfect or makeup is full glam all that matters from experience is that if you look presentable in your own eyes and the customers will tip you on your service, personality, and sadly the food but that's not up to the server at that point. Doing whatever you can to be yourself and live up to the restaurant's standards the tips will show at the end of the night." This is one of the most accurate findings in my survey by the way they stated that it's about how you carry yourself and act confident, and yes some customers will only tip on looks but that's not the majority of people. This also can depend on what type of restaurant or bar someone works at, where the clientele of people can change.

The social context can relate to why some people think that personality is the reason for success in the restaurant industry. Being at home in their everyday life versus life at work serving customers is exhausting to servers. Flipping their personality around to appease the customer is in a way being “fake” to the customers to make sure that they like you and get the service they deserve for being a paying customer. One of the participant’s responses surprised me and made me think about this type of situation they said “I receive higher tips at work than most people but my family and friends don’t understand why. This is because I am extremely outgoing and confident when it comes to serving tables and being in the restaurant but when I am home I am to myself and shy when meeting new people. I don’t understand why, but it’s true.” Social context can show how someone can change due to the environment being different. Having to fit the description to be a good server can be deceiving but the people who have been doing this for years can understand what the real meaning of being a good server consists of.

In conclusion, this data shows that different types of servers can have different thoughts about whether appearance can make a difference in the restaurant industry when getting tipped by customers. Overall almost 90% of people think that appearance does affect their success, but in different ways, and that’s what the survey picked apart for this study. Multiple participants talked about how older men as customers will tip younger female servers more than anyone else who would serve them and that’s the generation that we are in. This type of study is important for not only servers to understand whether they are overthinking the restaurant industry or not, but also how customers can be perceived and change their ways if they know after reading some mannerisms are not accepted by servers. Restaurants are not going away anytime soon and neither are servers, I feel like it’s not talked about enough what servers have to be put through daily when serving. Having perceptions and judgments of people happens every day but if there

is a bias about how you are attractive and are a server then people will think twice about becoming one and think that the only thing that matters is your appearance rather than the service and knowledge of the restaurant, which as some people know is not the truth.

Conclusion

Looking your best may make you feel your best but that's not what it is all about when you're working in the restaurant industry. Walking into work is not the way you are going to walk out of work. A server's hair is not going to be perfectly curled and their makeup is not going to sit pretty on their face anymore, so how do they make gratuity when it's the last table of the night? After this research, it is noted that it's not all about looks, appearance may get someone's foot in the door to the job but once you are working there some customers don't care about the appearance and more about the service that they provide.

This can depend on how long the server has been working in this type of industry, newer servers care more about their appearance, and older more experienced servers don't care as much. Everybody wants to look put together and professional, it's about the servers who overly care about what they look like when serving. This all depends on what type of customers they have, for example, a young men table would love to see a young attractive girl serve them but on the other hand, a family going out to dinner is not going to mind what the server looks like they care more about if they are getting a good experience while dining with their family. This also depends on the type of restaurant you are going into, if it is a dive bar the clientele will be what someone thinks it would be, older men and people just trying to drink and get finger food. But more high-class restaurants have specific uniforms they have to obey so it's harder to stand out in those types of settings.

Implications to this study can include the servers not knowing if they got tipped because of their appearance or because of the good service. Also, with a survey, the researchers don't know what their appearance is if it is an anonymous study like mine. Not knowing if a server who thinks appearance does not matter doesn't have the genetic makeup, hair, or skills to make

they look more aesthetically pleasing to the customer than someone who does have those features. Being attractive to one customer may not be attractive to another customer so having the appearance and how someone may interact with someone due to the appearance of someone may not be accurate for everyone. There are thousands of restaurants in the United States and even more in the world, each restaurant is different, the service, the norms, and the customers. The most important difference is the servers that are working, while there are so many different types of customers each restaurant has a group of the norms that come into the restaurant to eat and hang out. So having a study on servers in restaurants, in general, is broad it's the overall experience but that does provide limitations to my study because everyone has served different types of customers and may have gotten lucky with only nice customers and none that are mean. That is why more experienced servers have a better outlook on the whole picture and the functionality of a restaurant.

This is a large topic, so for future research, this can be broken down into more specific types of servers, restaurants, and customers. Getting how customers perceive different servers is a good way for these workers to understand from a different standpoint from someone who has never worked in customer service before. Also to get an understanding if some or most customers tip more due to a server's appearance or only their customer service in general, and also if companies hire with looks first and then think about their experience. But with that idea comes a challenge. If this research were to get done it would need to be anonymous because companies would not say they hired for looks. After all, it can be bad publicity for them if that information goes viral. Also, customers would not be honest because it can make them look like a "bad person" if they said they tipped because the server was "hot". But overall future research for this would contain specific restaurants and what goes on at that certain business and continue

with other businesses as well. Having research on experienced servers and newer servers is another idea for research in the future to see what they think and compare and contrast their experiences and thoughts on being a server in the restaurant industry.

Servers depend on their tips to make a living because their paychecks cannot support a typical life, making sure the customer is happy is every restaurant's main priority. But what about the well-being of the server? Or the tears the servers hold in because the customer is yelling at them? Or the appreciation of a server? These are all good questions that may never be answered. Being a server is not a typical nine-to-five job in the office but they are on their feet throughout their whole shift and are underappreciated for going above and beyond for the customers just for the servers not to know if they are going to leave gratuity on their check.

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