

The price of meals

When a meal is (1)..... (EXPENSE), do people say they enjoy it simply because it costs a lot of money? There is some (2)..... (EVIDENT) from an experiment in a New York restaurant which suggests that this might be so.

The restaurant served diners a meal but charged some (3)..... (TWO) as much as others, even though the meals were identical and taken in the same (4)..... (SURROUND) with the same level of service. After the meal everyone was asked what they thought of the meal. One might think that the people who had paid least would be the most impressed with the meal. (5)..... (SURPRISE) though, it was those who had paid most who gave it the highest (6)..... (RATE).

According to a well-known (7)..... (PSYCHOLOGY) the reason for this finding is that a high price for a meal is very (8)..... (SIGNIFY) in convincing people that a meal is good. One wonders if this might (9)..... (COURAGE) restaurant owners to keep their prices high.