

Study: We really do like larger bills

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A University of Iowa money study explores our preference for big bills over small ones -- and explains our marked reluctance to part with a larger bill.

"The denomination in which money is held influences consumer spending," write researchers Himanshu Mishra, Arul Mishra and Dhananjay Nayakankuppam. They term the propensity to hold a single bill in higher regard "a bias for the whole."

This single value also gives large bills something the authors call

"processing fluency": "A single bill possesses Gestalt features of cohesion and economy that multiple bills lack," the authors contend. "It appears that money is not just regarded as a medium of exchange, but as an object of evaluation in its own right."

The study will appear in the March issue of the Journal of Consumer Research.

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