

# Biting or Waiting?

## Stated Eating Style and Immediate Candy Consumption

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### Abstract

Biting or waiting is a simple consumption choice, but it raises a broader measurement question: do monetary time-preference measures predict immediate consumption behavior? This question is examined using a QR-code-timed candy-consumption experiment with 291 Japanese university students. Participants answered hypothetical monetary intertemporal-choice questions, stated their usual way of eating hard candy, and completed a hard-candy task within the same questionnaire flow. Stated usual eating style is closely aligned with realized behavior: the agreement rate is 70.0 percent, Cohen's  $\kappa = 0.408$ , and stated usual biting is associated with a 42.4 percentage-point higher probability of realized biting. The relationship is asymmetric. Among participants who bit the candy, 84.9 percent had stated that they usually bite; among those who licked it to the end, 56.7 percent had stated that they usually lick. This pattern suggests that biting is a more stable and salient behavioral category, whereas licking is more context-dependent. By contrast, an impatience index constructed from hypothetical monetary intertemporal choices adds little predictive information. Its LPM coefficient is 0.132, its Cox-model hazard ratio is 1.193, and a monetary-only prediction model has an AUC of 0.528, compared with 0.717 for a model using stated eating style. These results are robust to controls and to alternative treatments of right-censored observations. The evidence indicates that, in this immediate consumption setting, a simple stated eating-style measure is more informative than a hypothetical monetary impatience index.

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