**Results of the statistical tests run for studying the consumer information inferences toward food supplements consumption**

Test of H4

We tested the interaction effects between *Confidence in medicine* and the control variables (*Gender*, *Age*, *Degree,* and *Awareness*) on *Satisfaction* and *Purchase intention*. Only the interaction between *Age* and *Confidence in medicine* on *Satisfaction* was found statistically significant (Table 7, model 23).

Table 7. Generalized linear model with Satisfaction (dependent variable), control variables (independent variables), interaction between Age and Confidence.

|  |  |  |  |
| --- | --- | --- | --- |
| ***Dep. var.*****Satisfaction** | Coeff. | 23Sig. | Err. |
| Constant | 3,91 | \*\*\* | 0,70 |
| ***Control var.*** |  |  |  |
| Gender | -0,03 | ns | 0,18 |
| Age | -0,17 | ns | 0,16 |
| Degree | -0,19 | \* | 0,08 |
| Awareness | 0,53 | \*\*\* | 0,06 |
| ***Ind. var.*** |  |  |  |
| Confidence | -0,32 | \*\* | 0,12 |
| Age \* Confidence | 0,07 | \* | 0,04 |
| Log Likelihood | -255,95 |  |  |

Table 7 and Table 4(a) show that in general consumers were more satisfied with food supplements when they were less confident in medicine, however this phenomenon depended on consumers’ age. The continuous line in Figure 3 shows the relationship between *Satisfaction* and *Confidence in medicine* for younger consumers (18 to 30), while the dotted line represents it for older consumers (over 60).



Figure 3. How the relationship between Satisfaction and Confidence in medicine changes with Age.

Older consumers’ satisfaction slightly increased if their confidence in medicine increased. On the contrary, younger consumers satisfaction was higher for those who were less confident in medicine while it was remarkably lower for those who were highly confident in medicine, approaching the neutral point (4) of the Likert scale. This finding suggested that perceptions towards food supplements among young consumers changed consistently when confidence in medicine decreased. Considering these results from the standpoint of marketing practice, this conclusion means that not all young consumers are in the same segment. Therefore, if a company needs to target both groups of consumers, it will need to use different communication policies. For the group of young consumers with high confidence in medicine the company has to improve their satisfaction, for instance by supporting the word-of-mouth of trustworthy people on social network or explaining the consequences of food supplement consumption. In fact, these two actions are proved to increase the satisfaction of consumer with high confidence in medicine. For the group of young consumers with low confidence in medicine these actions would be useless or counter-productive. The company may focus on different actions such as improving the brand positioning to confront competitors.