	Area B (Menu) -> Area B			Transitions Area A (Header) -> Area B			Transitions Area C (Products) -> Area B		
	Estimate	Std. Error	Pr(>|z|)	Estimate	Std. Error	Pr(>|z|)	Estimate	Std. Error	Pr(>|z|)
Intercept	-2.056	0.891	0.021	-7.182	1.067	0.000	-4.430	0.708	0.000
Task (base exploration)									
Search	-1.965	0.090	0.000	-2.550	0.875	0.004	-0.545	0.351	0.121
Purchase	-0.951	0.063	0.000	-1.472	0.554	0.008	-0.468	0.329	0.155
After Sale	2.218	0.052	0.000	0.277	0.333	0.405	0.452	0.275	0.101
Category (base sport shoes)									
Mobile phones	-0.344	0.071	0.000	0.009	0.431	0.983	-0.581	0.326	0.074
Ball-point pens	-0.786	0.074	0.000	-0.679	0.493	0.168	-0.366	0.326	0.261
Hard disks	-0.702	0.064	0.000	-0.225	0.423	0.596	-0.454	0.306	0.137
Involvement	-0.065	0.012	0.000	-0.026	0.061	0.673	0.019	0.045	0.668
Search Online	-0.090	0.159	0.569	0.253	0.159	0.112	-0.087	0.112	0.435
Purchase Online	0.256	0.132	0.053	-0.038	0.131	0.775	-0.034	0.093	0.715
Random part									
	Variance	Std.Dev.		Variance	Std.Dev.		Variance	Std.Dev.	
Subject	1.314	1.314		0.000	0.000		0.000	0.000	
Residual	1.146	1.146		0.000	0.000		0.000	0.000	
Fit									
AIC	3106.425			100.206			125.958		
BIC	3144.339			138.120			163.872		
Residual DF	221.000			221.000			221.000		
Subjects	58.000			58.000			58.000		

Note: Logistic link, optimizer BOBYQA