**Table 4A.** Model 3. Generalized Mixed Effects Regression. Probability Transitions to Area A (Header)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Transitions Area A (Header) -> Area A** | | | **Transitions Area B (Menu) -> Area A** | | | **Transitions Area C (Products) -> Area A** | | |
|  | **Estimate** | **Std. Error** | **Pr(>|z|)** | **Estimate** | **Std. Error** | **Pr(>|z|)** | **Estimate** | **Std. Error** | **Pr(>|z|)** |
| Intercept | -4.215 | 0.724 | 0.000 | -6.699 | 1.153 | 0.000 | -6.011 | 0.639 | 0.000 |
| **Task (base exploration)** | | | | | | | | | |
| Search | -1.725 | 0.078 | 0.000 | -2.433 | 0.867 | 0.005 | -0.431 | 0.250 | 0.084 |
| Purchase | -1.411 | 0.071 | 0.000 | -1.394 | 0.529 | 0.008 | -0.488 | 0.251 | 0.052 |
| After Sale | -0.452 | 0.059 | 0.000 | -0.102 | 0.367 | 0.780 | -0.885 | 0.284 | 0.002 |
| **Category (base sport shoes)** | | | | | | | | | |
| Mobile phones | 0.144 | 0.075 | 0.054 | -0.451 | 0.478 | 0.345 | 0.373 | 0.272 | 0.170 |
| Ball-point pens | -0.331 | 0.079 | 0.000 | -0.548 | 0.483 | 0.256 | -0.069 | 0.293 | 0.813 |
| Hard disks | -0.080 | 0.070 | 0.250 | -0.765 | 0.488 | 0.117 | -0.101 | 0.280 | 0.717 |
| Involvement | 0.017 | 0.012 | 0.143 | 0.006 | 0.068 | 0.928 | -0.006 | 0.037 | 0.863 |
| Search Online | 0.263 | 0.128 | 0.039 | 0.141 | 0.172 | 0.412 | 0.106 | 0.099 | 0.281 |
| Purchase Online | 0.024 | 0.107 | 0.825 | 0.009 | 0.145 | 0.953 | 0.033 | 0.083 | 0.688 |
| **Random part** | | | | | | | | | |
|  | Variance | Std.Dev. |  | Variance | Std.Dev. |  | Variance | Std.Dev. |  |
| Subject | 0.822 | 0.822 |  | 0.000 | 0.000 |  | 0.000 | 0.000 |  |
| Residual | 0.907 | 0.907 |  | 0.000 | 0.000 |  | 0.000 | 0.000 |  |
| **Fit** | | | | | | | | | |
| AIC | 2.088.882 |  |  | 92.788 |  |  | 179.845 |  |  |
| BIC | 2.126.796 |  |  | 130.702 |  |  | 217.759 |  |  |
| Residual DF | 221.000 |  |  | 221.000 |  |  | 221.000 |  |  |
| Subjects | 58.000 |  |  | 58.000 |  |  | 58.000 |  |  |

*Note*: Logistic link, optimizer BOBYQA