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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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 |
|  | | | | | | | | | |
| 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 | 3.106.425 |  |  | 100.206 |  |  | 125.958 |  |  |
| BIC | 3.144.339 |  |  | 138.120 |  |  | 163.872 |  |  |
| Residual DF | 221.000 |  |  | 221.000 |  |  | 221.000 |  |  |
| Subjects | 58.000 |  |  | 58.000 |  |  | 58.000 |  |  |

*Note*: Logistic link, optimizer BOBYQA