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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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 | 1.949 | 0.725 | 0.007 | -5.995 | 0.621 | 0.000 | -4.597 | 0.746 | 0.000 |
| **Task (base exploration)** | | | | | | | | | |
| Search | 1.972 | 0.058 | 0.000 | -0.316 | 0.244 | 0.196 | -0.560 | 0.354 | 0.114 |
| Purchase | 1.347 | 0.049 | 0.000 | -0.247 | 0.233 | 0.289 | -0.538 | 0.344 | 0.118 |
| After Sale | -1.760 | 0.047 | 0.000 | -0.751 | 0.276 | 0.007 | 0.164 | 0.296 | 0.580 |
|  | | | | | | | | | |
| Mobile phones | 0.211 | 0.058 | 0.000 | 0.087 | 0.262 | 0.739 | -0.378 | 0.351 | 0.282 |
| Ball-point pens | 0.735 | 0.058 | 0.000 | -0.042 | 0.269 | 0.877 | -0.337 | 0.361 | 0.351 |
| Hard disks | 0.585 | 0.052 | 0.000 | -0.244 | 0.265 | 0.357 | -0.122 | 0.316 | 0.699 |
| Involvement | 0.029 | 0.009 | 0.001 | 0.017 | 0.036 | 0.646 | 0.014 | 0.047 | 0.771 |
| Search Online | -0.049 | 0.129 | 0.704 | 0.072 | 0.096 | 0.453 | -0.052 | 0.119 | 0.662 |
| Purchase Online | -0.207 | 0.108 | 0.056 | 0.051 | 0.081 | 0.526 | -0.063 | 0.099 | 0.519 |
| **Random part** | | | | | | | | | |
|  | Variance | Std.Dev. |  | Variance | Std.Dev. |  | Variance | Std.Dev. |  |
| Subject | 0.876 | 0.876 |  | 0.014 | 0.014 |  | 0.000 | 0.000 |  |
| Residual | 0.936 | 0.936 |  | 0.116 | 0.116 |  | 0.000 | 0.000 |  |
| **Fit** | | | | | | | | | |
| AIC | 4.287.111 |  |  | 182.060 |  |  | 135.803 | 4.287.111 |  |
| BIC | 4.325.025 |  |  | 219.974 |  |  | 173.717 | 4.325.025 |  |
| Residual DF | 221.000 |  |  | 221.000 |  |  | 221.000 | 221.000 |  |
| Subjects | 58.000 |  |  | 58.000 |  |  | 58.000 | 58.000 |  |

*Note*: Logistic link, optimizer BOBYQA