**Table 3.** Model 2. Fixations by Area

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Area A (Header)** | | | **Area B (Menu)** | | | **Area C (Products)** | | |
|  | **Estimate** | **Std. Error** | **p value** | **Estimate** | **Std. Error** | **p value** | **Estimate** | **Std. Error** | **p value** |
| Intercept | 0.013 | 0.014 | 0.349 | 0.028 | 0.014 | 0.036 | 0.329 | 0.050 | 0.000 |
| **Task (base exploration)** | | | | | | | | | |
| Search | -0.035 | 0.005 | 0.000 | -0.020 | 0.006 | 0.000 | 0.116 | 0.018 | 0.000 |
| Purchase | -0.033 | 0.005 | 0.000 | -0.014 | 0.005 | 0.012 | 0.066 | 0.017 | 0.000 |
| After Sale | -0.015 | 0.005 | 0.006 | 0.061 | 0.006 | 0.000 | -0.164 | 0.018 | 0.000 |
| **Category (base sport shoes)** | | | | | | | | | |
| Mobile phones | 0.002 | 0.006 | 0.722 | -0.008 | 0.006 | 0.196 | 0.003 | 0.019 | 0.869 |
| Ball-point pens | -0.008 | 0.006 | 0.170 | -0.013 | 0.006 | 0.025 | 0.055 | 0.019 | 0.004 |
| Hard disks | -0.005 | 0.005 | 0.339 | -0.009 | 0.006 | 0.126 | 0.021 | 0.018 | 0.239 |
| Involvement | -0.001 | 0.001 | 0.520 | -0.001 | 0.001 | 0.470 | 0.003 | 0.003 | 0.326 |
| Search Online | 0.005 | 0.002 | 0.048 | -0.003 | 0.002 | 0.236 | -0.006 | 0.008 | 0.480 |
| Purchase Online | 0.000 | 0.002 | 0.877 | 0.004 | 0.002 | 0.024 | -0.006 | 0.007 | 0.378 |
| **Random part** | | | | | | | | | |
|  | Variance | Std.Dev. |  | Variance | Std.Dev. |  | Variance | Std.Dev. |  |
| Subject | 0.000 | 0.001 |  | 0.000 | 0.001 |  | 0.001 | 0.009 |  |
| Residual | 0.009 | 0.028 |  | 0.006 | 0.029 |  | 0.039 | 0.092 |  |
| **Fit** | | | | | | | | | |
| AIC | -952.923 |  |  | -948.070 |  |  | -392.129 |  |  |
| BIC | -911.562 |  |  | -906.709 |  |  | -350.768 |  |  |
| Residual DF | 220.000 |  |  | 220.000 |  |  | 220.000 |  |  |
| Subjects | 58.000 |  |  | 58.000 |  |  | 58.000 |  |  |