**Table 2.** Model 1. Seconds per task

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Estimate** | **Std. Error** | **p value** |
| Intercept | 19.762 | 5.384 | 0.000 |
| **Task (base exploration)** | | | |
| Search | 4.299 | 1.707 | 0.012 |
| Purchase | -8.762 | 1.666 | 0.000 |
| After Sale | -8.620 | 1.699 | 0.000 |
| **Category (base sport shoes)** | | | |
| Mobile phones | 4.123 | 1.806 | 0.022 |
| Ball-point pens | -2.062 | 1.850 | 0.265 |
| Hard disks | 1.834 | 1.708 | 0.283 |
| Involvement | -0.346 | 0.262 | 0.186 |
| Search Online | -0.080 | 0.896 | 0.929 |
| Purchase Online | 0.015 | 0.747 | 0.984 |
| **Random part** | | | |
|  | Variance | Std.Dev. |  |
| Subject | 22.680 | 80.239 |  |
| Residual | 4.762 | 8.958 |  |
| **Fit** | | | |
| AIC | 1.743.581 |  |  |
| BIC | 1.784.942 |  |  |
| Residual DF | 220.000 |  |  |
| Subjects | 58.000 |  |  |

Note: Linear mixed model fit by maximum likelihood