**CON TODOS LOS DATOS**

Call:

Lm (formula = compra ~ edad + sexo + comuna + retro1 + buscador +

cono1 + cono2 + cono3 + busqueda + retro2 + retro3 + retro4 +

fiamarc + tipocompra + estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-2.12465 -0.44805 0.00506 0.48576 2.65072

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.268256 0.390916 0.686 0.492872

edad 0.090403 0.046277 1.954 0.051286 .

sexo1 -0.145771 0.070225 -2.076 0.038399 \*

comuna -0.003089 0.002928 -1.055 0.291789

retro1 0.050123 0.041180 1.217 0.224075

buscador1 -0.301144 0.279217 -1.079 0.281287

cono1 0.106212 0.050836 2.089 0.037154 \*

cono2 0.176014 0.073847 2.383 0.017501 \*

cono3 0.036619 0.047973 0.763 0.445611

busqueda 0.105702 0.030745 3.438 0.000632 \*\*\*

retro2 -0.018936 0.028543 -0.663 0.507345

retro3 0.011159 0.045733 0.244 0.807324

retro4 0.039462 0.033600 1.174 0.240728

fiamarc -0.003155 0.042468 -0.074 0.940811

tipocompra 0.469704 0.064358 7.298 1.07e-12 \*\*\*

estructuraweb -0.015049 0.022588 -0.666 0.505536

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.7149 on 530 degrees of freedom

Multiple R-squared: 0.1902, Adjusted R-squared: 0.1673

F-statistic: 8.297 on 15 and 530 DF, p-value: < 2.2e-16

**SACANDO VARIABLE EDAD**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$comuna + datos$buscador +

datos$retro1 + datos$busqueda + datos$cono1 + datos$cono2 +

datos$cono3 + datos$fiamarc + datos$retro2 + datos$retro3 +

datos$retro4 + datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.13616 -0.41959 0.08023 0.57437 2.66780

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 1.309083 0.685539 1.910 0.056727 .

datos$sexo -0.168072 0.081544 -2.061 0.039777 \*

datos$comuna -0.004896 0.003384 -1.447 0.148465

datos$buscador -0.142906 0.161704 -0.884 0.377231

datos$retro1 0.086139 0.047130 1.828 0.068153 .

datos$busqueda 0.119028 0.035366 3.366 0.000819 \*\*\*

datos$cono1 0.126360 0.058860 2.147 0.032263 \*

datos$cono2 0.252304 0.085688 2.944 0.003377 \*\*

datos$cono3 0.046743 0.055466 0.843 0.399754

datos$fiamarc 0.010350 0.049346 0.210 0.833953

datos$retro2 -0.017658 0.032329 -0.546 0.585163

datos$retro3 0.003368 0.053137 0.063 0.949486

datos$retro4 0.046962 0.038938 1.206 0.228322

datos$tipocompra 0.541323 0.073775 7.337 8.2e-13 \*\*\*

datos$estructuraweb -0.026515 0.026245 -1.010 0.312818

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8307 on 531 degrees of freedom

Multiple R-squared: 0.1971, Adjusted R-squared: 0.176

F-statistic: 9.313 on 14 and 531 DF, p-value: < 2.2e-16

**SACADO VARIABLE COMUNA**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$buscador + datos$retro1 +

datos$busqueda + datos$cono1 + datos$cono2 + datos$cono3 +

datos$fiamarc + datos$retro2 + datos$retro3 + datos$retro4 +

datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.05716 -0.42360 0.05465 0.56651 2.68740

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 1.141878 0.676426 1.688 0.091977 .

datos$sexo -0.169970 0.081617 -2.083 0.037771 \*

datos$buscador -0.133143 0.161729 -0.823 0.410738

datos$retro1 0.085848 0.047178 1.820 0.069371 .

datos$busqueda 0.117928 0.035395 3.332 0.000923 \*\*\*

datos$cono1 0.127252 0.058917 2.160 0.031231 \*

datos$cono2 0.245036 0.085628 2.862 0.004381 \*\*

datos$cono3 0.048316 0.055512 0.870 0.384488

datos$fiamarc 0.007871 0.049367 0.159 0.873378

datos$retro2 -0.017757 0.032362 -0.549 0.583453

datos$retro3 0.003113 0.053192 0.059 0.953356

datos$retro4 0.048366 0.038966 1.241 0.215062

datos$tipocompra 0.551060 0.073543 7.493 2.83e-13 \*\*\*

datos$estructuraweb -0.023925 0.026211 -0.913 0.361783

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8316 on 532 degrees of freedom

Multiple R-squared: 0.194, Adjusted R-squared: 0.1743

F-statistic: 9.848 on 13 and 532 DF, p-value: < 2.2e-16

**SACANDO VARIBLE BUSCADOR**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$cono3 + datos$fiamarc +

datos$retro2 + datos$retro3 + datos$retro4 + datos$tipocompra +

datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.05490 -0.42864 0.05593 0.56164 2.69064

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.6404333 0.2940843 2.178 0.029865 \*

datos$sexo -0.1673564 0.0815304 -2.053 0.040591 \*

datos$retro1 0.0831616 0.0470503 1.768 0.077716 .

datos$busqueda 0.1173301 0.0353764 3.317 0.000973 \*\*\*

datos$cono1 0.1242331 0.0587853 2.113 0.035036 \*

datos$cono2 0.2509315 0.0853026 2.942 0.003407 \*\*

datos$cono3 0.0487108 0.0554932 0.878 0.380459

datos$fiamarc 0.0043959 0.0491712 0.089 0.928798

datos$retro2 -0.0189037 0.0323223 -0.585 0.558896

datos$retro3 0.0001709 0.0530555 0.003 0.997431

datos$retro4 0.0505930 0.0388599 1.302 0.193502

datos$tipocompra 0.5484539 0.0734529 7.467 3.38e-13 \*\*\*

datos$estructuraweb -0.0252885 0.0261509 -0.967 0.333972

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8313 on 533 degrees of freedom

Multiple R-squared: 0.1929, Adjusted R-squared: 0.1748

F-statistic: 10.62 on 12 and 533 DF, p-value: < 2.2e-16

**SACANDO CONO3**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$fiamarc + datos$retro2 +

datos$retro3 + datos$retro4 + datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.07511 -0.43343 0.05583 0.57248 2.65203

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.6957428 0.2871929 2.423 0.015743 \*

datos$sexo -0.1685988 0.0815006 -2.069 0.039057 \*

datos$retro1 0.0849657 0.0469953 1.808 0.071175 .

datos$busqueda 0.1178181 0.0353644 3.332 0.000923 \*\*\*

datos$cono1 0.1247617 0.0587696 2.123 0.034222 \*

datos$cono2 0.2508137 0.0852842 2.941 0.003414 \*\*

datos$fiamarc 0.0072933 0.0490498 0.149 0.881853

datos$retro2 -0.0168318 0.0322290 -0.522 0.601710

datos$retro3 -0.0004872 0.0530388 -0.009 0.992674

datos$retro4 0.0539545 0.0386625 1.396 0.163437

datos$tipocompra 0.5450947 0.0733374 7.433 4.26e-13 \*\*\*

datos$estructuraweb -0.0253264 0.0261452 -0.969 0.333144

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8311 on 534 degrees of freedom

Multiple R-squared: 0.1918, Adjusted R-squared: 0.1751

F-statistic: 11.52 on 11 and 534 DF, p-value: < 2.2e-16

**SACANDO VARIBLE FIAMARCA**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$retro2 + datos$retro3 +

datos$retro4 + datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.08554 -0.42789 0.05289 0.57070 2.65748

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.7045773 0.2807228 2.510 0.012372 \*

datos$sexo -0.1672133 0.0808922 -2.067 0.039204 \*

datos$retro1 0.0852738 0.0469067 1.818 0.069632 .

datos$busqueda 0.1182598 0.0352072 3.359 0.000838 \*\*\*

datos$cono1 0.1261486 0.0579715 2.176 0.029989 \*

datos$cono2 0.2525511 0.0844028 2.992 0.002897 \*\*

datos$retro2 -0.0169999 0.0321797 -0.528 0.597523

datos$retro3 -0.0006538 0.0529785 -0.012 0.990158

datos$retro4 0.0535135 0.0385133 1.389 0.165264

datos$tipocompra 0.5458995 0.0730706 7.471 3.27e-13 \*\*\*

datos$estructuraweb -0.0252859 0.0261199 -0.968 0.333447

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8304 on 535 degrees of freedom

Multiple R-squared: 0.1917, Adjusted R-squared: 0.1766

F-statistic: 12.69 on 10 and 535 DF, p-value: < 2.2e-16

**SACANDO RETRO2**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$retro2 + datos$retro3 +

datos$retro4 + datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.08554 -0.42789 0.05289 0.57070 2.65748

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.7045773 0.2807228 2.510 0.012372 \*

datos$sexo -0.1672133 0.0808922 -2.067 0.039204 \*

datos$retro1 0.0852738 0.0469067 1.818 0.069632 .

datos$busqueda 0.1182598 0.0352072 3.359 0.000838 \*\*\*

datos$cono1 0.1261486 0.0579715 2.176 0.029989 \*

datos$cono2 0.2525511 0.0844028 2.992 0.002897 \*\*

datos$retro2 -0.0169999 0.0321797 -0.528 0.597523

datos$retro3 -0.0006538 0.0529785 -0.012 0.990158

datos$retro4 0.0535135 0.0385133 1.389 0.165264

datos$tipocompra 0.5458995 0.0730706 7.471 3.27e-13 \*\*\*

datos$estructuraweb -0.0252859 0.0261199 -0.968 0.333447

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8304 on 535 degrees of freedom

Multiple R-squared: 0.1917, Adjusted R-squared: 0.1766

F-statistic: 12.69 on 10 and 535 DF, p-value: < 2.2e-16

> ##SACANDO VARIABLE RETRO2##

> modelofull<-lm(datos$compra~datos$sexo+datos$retro1+datos$busqueda+datos$cono1+datos$cono2+datos$retro3+datos$retro4+datos$tipocompra+datos$estructuraweb)

> summary(modelofull)

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$retro3 + datos$retro4 +

datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.05914 -0.43431 0.06088 0.55720 2.62366

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.67246 0.27388 2.455 0.014391 \*

datos$sexo -0.16338 0.08051 -2.029 0.042927 \*

datos$retro1 0.08335 0.04673 1.783 0.075080 .

datos$busqueda 0.11729 0.03514 3.338 0.000901 \*\*\*

datos$cono1 0.12547 0.05792 2.166 0.030722 \*

datos$cono2 0.25417 0.08429 3.015 0.002687 \*\*

datos$retro3 -0.00125 0.05293 -0.024 0.981161

datos$retro4 0.05549 0.03830 1.449 0.148022

datos$tipocompra 0.54581 0.07302 7.475 3.17e-13 \*\*\*

datos$estructuraweb -0.02586 0.02608 -0.991 0.321930

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8298 on 536 degrees of freedom

Multiple R-squared: 0.1913, Adjusted R-squared: 0.1777

F-statistic: 14.09 on 9 and 536 DF, p-value: < 2.2e-16

**SACANDO RETRO3**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$retro4 + datos$tipocompra +

datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.05849 -0.43484 0.06098 0.55785 2.62304

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.66966 0.24670 2.715 0.006851 \*\*

datos$sexo -0.16335 0.08043 -2.031 0.042747 \*

datos$retro1 0.08337 0.04667 1.786 0.074608 .

datos$busqueda 0.11730 0.03510 3.342 0.000891 \*\*\*

datos$cono1 0.12542 0.05782 2.169 0.030510 \*

datos$cono2 0.25408 0.08411 3.021 0.002641 \*\*

datos$retro4 0.05547 0.03826 1.450 0.147693

datos$tipocompra 0.54574 0.07289 7.487 2.91e-13 \*\*\*

datos$estructuraweb -0.02587 0.02605 -0.993 0.321257

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8291 on 537 degrees of freedom

Multiple R-squared: 0.1913, Adjusted R-squared: 0.1793

F-statistic: 15.88 on 8 and 537 DF, p-value: < 2.2e-16

**SACANDO RETRO4**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$tipocompra + datos$estructuraweb)

Residuals:

Min 1Q Median 3Q Max

-3.0976 -0.4182 0.0592 0.5622 2.6992

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.75979 0.23898 3.179 0.00156 \*\*

datos$sexo -0.15754 0.08041 -1.959 0.05061 .

datos$retro1 0.08529 0.04670 1.826 0.06836 .

datos$busqueda 0.12141 0.03502 3.466 0.00057 \*\*\*

datos$cono1 0.13342 0.05761 2.316 0.02095 \*

datos$cono2 0.25285 0.08419 3.003 0.00280 \*\*

datos$tipocompra 0.55394 0.07275 7.615 1.2e-13 \*\*\*

datos$estructuraweb -0.02572 0.02608 -0.986 0.32441

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8299 on 538 degrees of freedom

Multiple R-squared: 0.1881, Adjusted R-squared: 0.1776

F-statistic: 17.81 on 7 and 538 DF, p-value: < 2.2e-16

**SACANDO ESTRUCTURAWEB**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$retro1 + datos$busqueda +

datos$cono1 + datos$cono2 + datos$tipocompra)

Residuals:

Min 1Q Median 3Q Max

-3.14154 -0.41422 0.06359 0.57329 2.65275

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.70561 0.23258 3.034 0.002531 \*\*

datos$sexo -0.15428 0.08034 -1.920 0.055346 .

datos$retro1 0.08235 0.04661 1.767 0.077810 .

datos$busqueda 0.11885 0.03493 3.403 0.000717 \*\*\*

datos$cono1 0.12971 0.05749 2.256 0.024459 \*

datos$cono2 0.24556 0.08386 2.928 0.003555 \*\*

datos$tipocompra 0.55766 0.07265 7.676 7.75e-14 \*\*\*

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8299 on 539 degrees of freedom

Multiple R-squared: 0.1867, Adjusted R-squared: 0.1776

F-statistic: 20.62 on 6 and 539 DF, p-value: < 2.2e-16

**SACANDO SEXO Y RETRO 1**

Call:

lm(formula = datos$compra ~ datos$sexo + datos$busqueda + datos$cono1 +

datos$cono2 + datos$tipocompra)

Residuals:

Min 1Q Median 3Q Max

-3.10479 -0.41305 0.06045 0.58954 2.63520

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 0.90519 0.20370 4.444 1.07e-05 \*\*\*

datos$sexo -0.16557 0.08025 -2.063 0.039559 \*

datos$busqueda 0.12008 0.03499 3.432 0.000645 \*\*\*

datos$cono1 0.14257 0.05714 2.495 0.012888 \*

datos$cono2 0.26281 0.08346 3.149 0.001728 \*\*

datos$tipocompra 0.57441 0.07217 7.960 1.02e-14 \*\*\*

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8315 on 540 degrees of freedom

Multiple R-squared: 0.182, Adjusted R-squared: 0.1744

F-statistic: 24.02 on 5 and 540 DF, p-value: < 2.2e-16