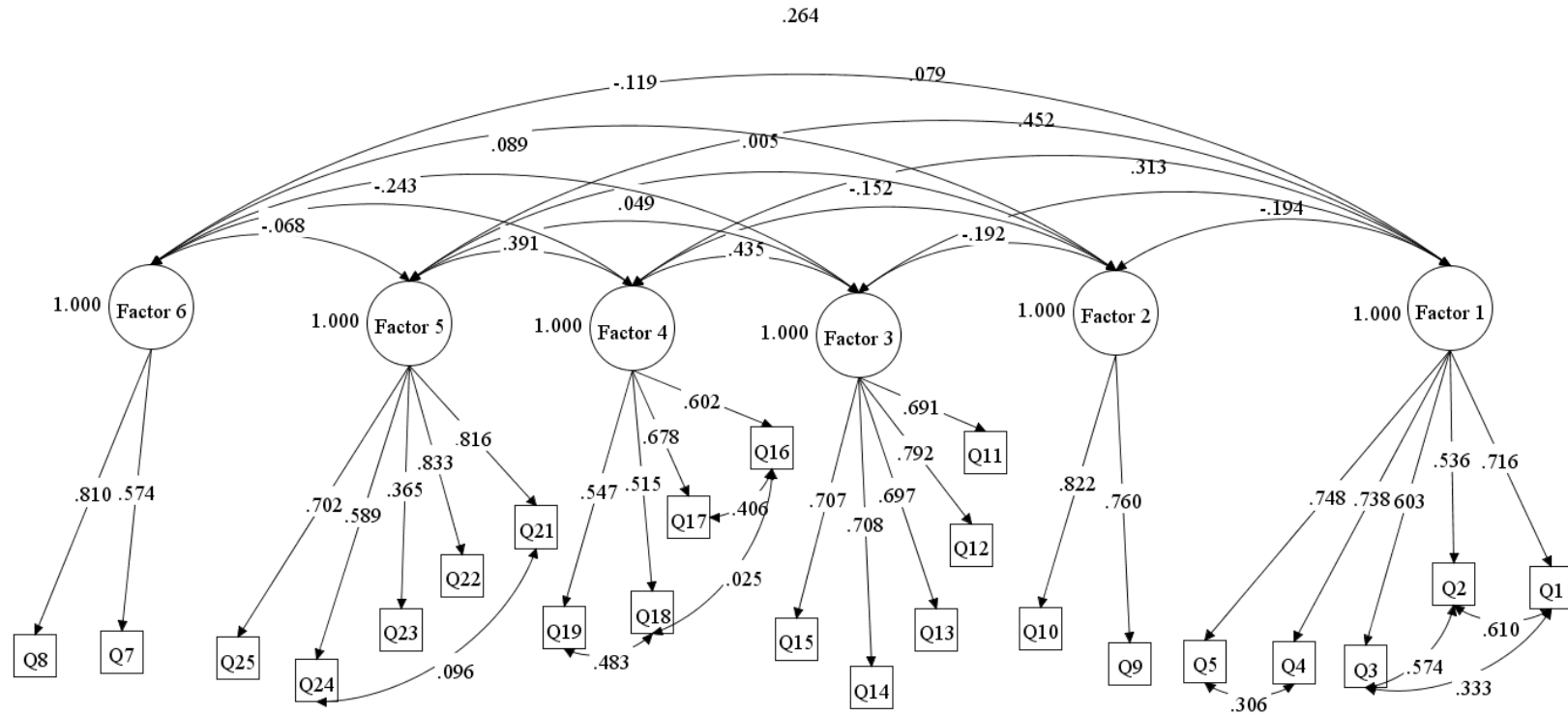


Supplementary figure 1



Note:

Factor 1: Reliability and Effectiveness; Factor 2: Excitement; Factor 3: Identity Stigma; Factor 4: Embarrassment about Negotiation; Factor 4: Embarrassment about Purchase; Factor 6: Displeasure