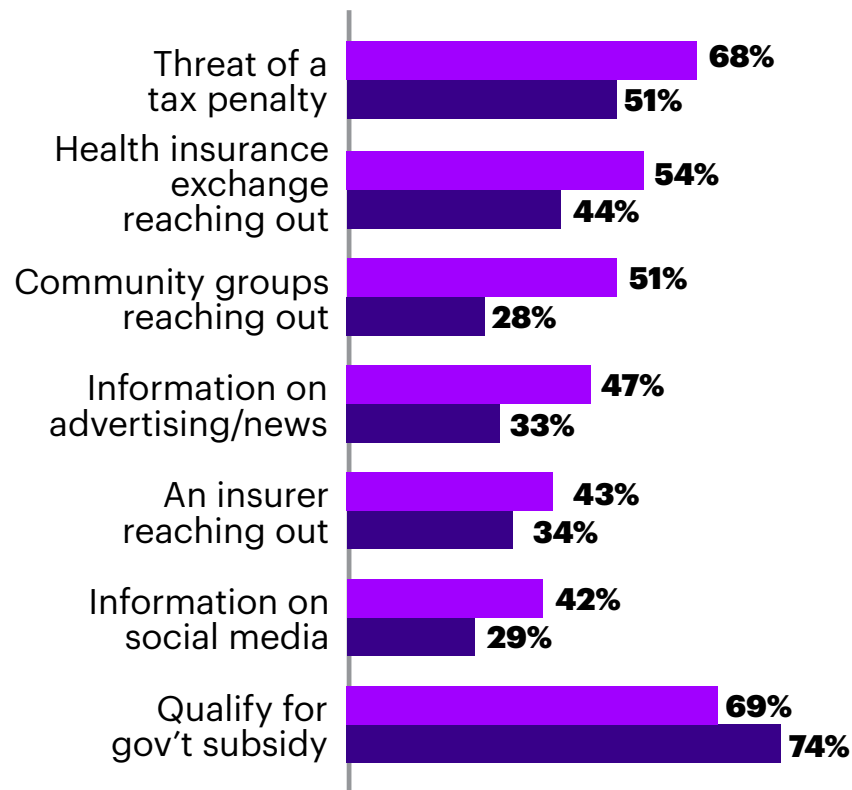


Factors that influence highly desirable consumers to shop



HIX SHOPPERS



NON-HIX SHOPPERS

