21-34 more in tone w/m	m72
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- higher purchase intent	9
-higher likeability	9
-higher purchase intent -higher likeability -" Value purceptions	9
Sor	9
- Stronger positive opnion shift	14
- more talked of others	20
- more likely to ask for "littleshort mails mails	27
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Source: https://www.industrydocupaste.graftesi.com/scap.veg/38	Nest.