Self-Monitoring, Green Ad Credibility, and Brand Attitude: The Moderating Role of Involvement-Based Appeals

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Abstract

This study examines whether self-monitoring shapes responses to green advertising and whether involvement-based appeals condition that process. In an experiment with 333 college students in East China, participants were randomly assigned to an outcome-related, value-related, or impression-related ad for a fictional athleisure brand. PROCESS Model 7 tested a first-stage moderated mediation in which self-monitoring predicted brand attitude indirectly through perceived ad credibility, with ad appeal as the moderator and gender as a covariate. Self-monitoring positively predicted ad credibility and brand attitude, and ad credibility strongly predicted brand attitude. The indirect effect of self-monitoring on brand attitude through ad credibility was significant in all three conditions. Impression-related appeals strengthened the self-monitoring-to-credibility path, producing a stronger indirect effect than outcome-related appeals. The findings position ad credibility as a key mechanism linking audience traits and green persuasion outcomes.

Keywords: green advertising, ad credibility, self-monitoring, brand attitude, involvement theory, advertising appeals

Introduction

Along with the rapid growth of global green consumerism, firms increasingly incorporate environmental claims into their marketing communications. Green advertising attempts to persuade consumers that a product or company is environmentally responsible or beneficial to the environment (Banerjee, Gulas, & Iyer, 1995). Despite the growth of green marketing, consumers often express skepticism toward green advertising due to concerns about greenwashing and misleading environmental information (Forehand & Grier, 2003; Leonidou & Skarmeas, 2017). Such skepticism makes green ad credibility a critical factor in determining the effectiveness of green marketing communication.

Advertising credibility refers to the extent to which consumers perceive advertising claims as believable and trustworthy (MacKenzie & Lutz, 1989). Research consistently shows that advertising credibility influences consumers' attitudes toward both the advertisement and the advertised brand (Goldsmith, Lafferty, & Newell, 2000). In the context of environmental advertising, credibility becomes especially important because environmental claims often involve complex or difficult-to-verify information (Newell, Goldsmith, & Banzhaf, 1998). Research indicates that when consumers perceive a green ad as credible, it can positively influence brand evaluations, corporate reputation, and purchase intentions (Leonidou & Skarmeas, 2017; Shahzeb Hussain, 2020). Conversely, low credibility can undermine the effectiveness of green marketing efforts and damage brand attitudes. Therefore, identifying factors that influence the perceived credibility of green advertising is essential for understanding consumer responses to environmental communication.

Individual differences play an important role in shaping consumer responses to advertising messages. Among these factors, self-monitoring, defined as the extent to which

individuals regulate their behavior and self-presentation in response to social cues, has been shown to influence how consumers interpret advertising messages and evaluate brands (Snyder, 1974; Snyder & DeBono, 1985). However, despite the increasing importance of environmental marketing, little research has examined how self-monitoring affects consumer responses to green advertising**,** particularly in terms of perceived ad credibility and brand attitude.

Previous studies investigating advertising appeals have primarily relied on the functional theory of attitudes, (e.g., utilitarian vs. value-expressive ad appeals), producing inconsistent findings (Slama & Singley, 1996). In contrast, involvement theory suggests that persuasion may occur through outcome-related, value-related, and impression-related motivations (Johnson & Eagly, 1989), a framework that may be particularly relevant because self-monitoring is closely related to concerns about social image. Therefore, this study examines the effect of self-monitoring on green ad credibility and investigates whether involvement-based advertising appeals moderate this relationship and whether ad credibility mediates the effect of self-monitoring on brand attitude. Gender is included as a control variable.

Gender and Green Advertising Credibility

Research on environmental attitudes consistently finds gender differences in environmental concern. Women generally report higher levels of environmental awareness and stronger pro-environmental values than men (Diamantopoulos et al., 2003; Zelezny et al., 2000). These differences have been attributed to socialization processes that encourage women to adopt nurturing and socially responsible roles.

Because individuals with stronger environmental concern are more likely to evaluate environmental messages favorably, women may be more receptive to green advertising. On the other hand, women were found to be less skeptical against advertising in general and green

advertising particularly (Yu, 2020). Thus, women may perceive environmental claims as more credible than men due to their greater concern about environmental issues. Therefore, this study proposed a research hypothesis as below:

H1: Women will perceive green advertising as more credible than men.

Self-Monitoring, Green Advertising Credibility, and Brand Attitude

Self-monitoring refers to the degree to which individuals regulate their behavior to conform to social expectations and situational cues (Snyder, 1974). High self-monitoring individuals are particularly attentive to social signals and are motivated to present themselves favorably in social situations. In contrast, low self-monitors rely more heavily on internal beliefs and values to guide their behavior.

Research in consumer psychology indicates that high self-monitoring individuals are more responsive to symbolic product attributes and advertising messages that emphasize social image or status (DeBono, 1987). Because environmentally responsible consumption can signal desirable social characteristics such as responsibility and ethical awareness, green consumption may function as a form of social signaling (Griskevicius et al., 2010).

As a result, high self-monitoring individuals may be particularly receptive to green marketing communication. They may perceive green advertising as credible and relevant because such messages provide opportunities to project a positive social image. This heightened perception of credibility may subsequently lead to more favorable attitudes toward the advertised brand.

Moreover, perceived advertising credibility may mediate the relationship between self-monitoring and brand attitudes. When consumers view green advertising as credible, they may be

more likely to transfer this positive evaluation to the brand itself. Therefore, the following hypotheses are proposed:

H2a: High self-monitoring consumers will perceive green advertising as more credible than low self-monitoring consumers.

H2b: High self-monitoring consumers will form more positive attitudes toward brands advertised in green advertisements than low self-monitoring consumers.

H2c: Perceived advertising credibility will mediate the relationship between self-monitoring and brand attitude.

Interaction Between Self-Monitoring and Advertising Appeals

The effectiveness of advertising appeals often depends on the characteristics of the audience receiving the message. Because high self-monitoring individuals are particularly concerned with impression management, they are likely to respond more strongly to advertising appeals that emphasize social image and reputation.

Based on involvement theory (Johnson & Eagly, 1989), green advertising can employ three types of appeals: outcome-related appeals, value-related appeals, and impression-related appeals. Outcome-related appeals focus on the practical environmental benefits of a product, whereas value-related appeals emphasize moral responsibility toward environmental protection. Impression-related appeals highlight the social image associated with environmentally responsible consumption.

Because impression-related appeals directly address social signaling motives, they may be particularly effective among high self-monitoring individuals. Exposure to impression-related advertising may therefore strengthen the relationship between self-monitoring and favorable

responses to green advertising. Specifically, such appeals may enhance the perceived credibility of the green advertisement. Accordingly, the following hypotheses are proposed:

> **H3:** Compared to exposure to outcome-related and value-related green advertisements, exposure to impression-related green advertisements will strengthen the positive relationship between self-monitoring and perceived advertising credibility.

Method

Stimuli

Consistent with involvement theory, which distinguishes among outcome-related, value-related, and impression-related involvement, three advertising stimuli were developed for a fictional athleisure brand: an outcome-related advertisement (OR ad), a value-related advertisement (VR ad), and an impression-related advertisement (IR ad). Athleisure was selected as the product category because it is highly familiar to the target population and represents a salient consumption domain among college students. Often described as the "new uniform" of contemporary college students, athleisure provided a realistic and relevant context for the experimental manipulation. The OR ad emphasized the brand's environmental benefits, the VR ad appealed to consumers' values and lifestyle, and the IR ad used image-oriented appeals, including the headline, "All eyes are on you—you're the eco-pioneer of athletic fashion." The full text of the three advertisements is provided in Appendix A.

Sample

The sample consisted of 333 college students recruited from a university campus in East China. Participants completed the study in exchange for monetary compensation. Of the total sample, 121 participants were male (36.3%) and 212 were female (63.7%).

Procedure

Participants were informed that they would take part in an ad copy test for a new athleisure brand preparing to enter the market. They were then randomly assigned to one of three experimental conditions in which they viewed either the OR ad, the VR ad, or the IR ad. After exposure to the assigned advertisement, participants completed the questionnaire measures.

Measures

Self-monitoring was measured using a 6-item, 7-point Likert-type scale based on Lennox and Wolfe's (1984) conceptualization of self-monitoring as sensitivity to the expressive behavior of others. Response options ranged from 1 (*strongly disagree*) to 7 (*strongly agree*). Sample items included "I am often able to read people's true emotions correctly through their eyes" and "If someone is lying to me, I usually know it at once from that person's manner of expression." The scale demonstrated excellent internal consistency ($\alpha = .95$).

Ad credibility was measured using a 3-item, 7-point semantic differential scale adapted from MacKenzie and Lutz (1989). The scale used the following anchors: *unconvincing/convincing*, *unbelievable/believable*, and *biased/unbiased*. Higher scores indicated greater perceived ad credibility. The scale demonstrated excellent reliability ($\alpha = .96$).

Brand attitude was measured using a 3-item, 7-point Likert-type scale adapted from prior research on brand evaluation and consumer response (Aaker, 1991; Bapat & Thanigan, 2016; Kempf & Smith, 1998; MacKenzie & Lutz, 1989). Participants indicated their agreement with the statements "The brand is good," "The brand is likable," and "The brand is favorable," using response options ranging from 1 (*strongly disagree*) to 7 (*strongly agree*). Higher scores reflected a more positive attitude toward the brand. The scale demonstrated excellent reliability ($\alpha = .96$).

Results

A moderated mediation analysis was conducted using PROCESS Model 7 (Hayes, 2022) to examine whether self-monitoring predicted brand attitude directly and indirectly through green ad credibility, whether this indirect effect was moderated by ad appeal type (outcome-related, value-related, and impression-related), and whether gender contributed as a control variable. The sample included 333 participants. In the model, outcome-related appeal served as the reference category.

The model predicting ad credibility was significant, $R^2 = .45$, $F(6,326) = 44.42$, $p < .001$. Self-monitoring had a significant positive effect on ad credibility, $b = .281$, $SE = .040$, $t = 7.09$, $p < .001$, supporting H2a. Relative to the outcome-related appeal condition, the value-related appeal showed a positive main effect on ad credibility, $b = .508$, $SE = .250$, $t = 2.03$, $p < .05$, whereas the impression-related appeal did not show a significant main effect, $b = -.023$, $SE = .250$, $t = -0.09$, $p = .926$. Gender's effect on ad credibility was found to be marginally significant, $b = .368$, $SE = .209$, $t = 1.76$, $p = .079$; thus, H1 was partially supported. Importantly, the overall interaction between self-monitoring and ad appeal type was significant, $\Delta R^2 = .011$, $F(2,326) = 3.31$, $p < .05$. More specifically, the interaction between self-monitoring and the impression-related appeal was significant, $b = .143$, $SE = .055$, $t = 2.57$, $p < .05$, whereas the interaction between self-monitoring and the value-related appeal was not, $b = .072$, $SE = .055$, $p = .188$.

Conditional effects indicated that the positive effect of self-monitoring on ad credibility was significant in all three conditions, but it was strongest in the impression-related appeal condition. Specifically, the effect of self-monitoring on ad credibility was significant for the outcome-related appeal, $b = .281$, $SE = .040$, $t = 7.09$, $p < .001$; the value-related appeal, $b = .353$, SE = .037, $t = 9.43$, $p < .001$; and the impression-related appeal, $b = .423$, $SE = .039$, $t =$

10.92, $p <$. 001. These findings provide partial support for H3a: the impression-related appeal strengthened the positive relationship between self-monitoring and ad credibility relative to the outcome-related appeal, but not clearly relative to value-related appeals.

The model predicting brand attitude was also significant, $R^2 = .73$, $F(3,329) = 290.73$, $p < .001$. Both self-monitoring, $b = .107$, $SE = .020$, t = 5.35, p < .001, and ad credibility, $b = .684$, $SE = .037$, $t = 18.39$, $p < .001$, positively predicted brand attitude. Gender was not significant, $b = .203$, $SE = .142$, $t = 1.43$, $p = .154$. Thus, H2b was supported. Because ad appeal type did not moderate the path to brand attitude in this model, H3b was not supported by the present analysis. The indirect effect of self-monitoring on brand attitude through ad credibility was significant in all three ad appeal conditions, supporting H2c. For the outcome-related ad, the indirect effect was $b = .192$, 95% CI [.093,.300]; for the value-related ad, $b = .241$, 95% CI [.167,.321]; and for impression-related appeals, $b = .289$, 95% CI [.203,.371]. The index of moderated mediation comparing the impression-related condition with the reference outcome-related condition was significant, $b = .098$, 95% CI [.005,.193], indicating that the indirect effect of self-monitoring on brand attitude via ad credibility was stronger under impression-related appeals than under outcome-related appeals. However, the corresponding index for the value-related condition was not significant, $b = .049$, 95% CI [−.048,.148]. Overall, the mediation was moderated only for the impression-related appeal comparison.

Discussion

This study examined whether self-monitoring influences responses to green advertising and whether involvement-based ad appeals condition that process. The findings make three main contributions. First, self-monitoring was positively associated with both perceived green ad credibility and brand attitude. Consumers higher in self-monitoring were more likely to perceive

the green ad as credible and to evaluate the brand more favorably. This is consistent with theorizing that high self-monitors are especially responsive to messages that can support desirable self-presentation and social signaling. In the green marketing context, environmentally responsible consumption may carry symbolic meaning, making green claims particularly relevant to consumers who are attentive to how they appear to others.

Second, ad credibility emerged as a strong mediator linking self-monitoring to brand attitude. Across all appeal conditions, higher self-monitoring predicted greater ad credibility, which in turn predicted more favorable brand attitudes. This finding reinforces prior work showing that credibility is a central mechanism through which advertising affects downstream brand evaluations. In green advertising especially, where consumers may be wary of exaggeration or greenwashing, credibility appears to be a key pathway through which individual differences shape persuasion outcomes.

Third, the effect of self-monitoring on ad credibility depended on ad appeal type. In particular, impression-related appeals strengthened the positive association between self-monitoring and ad credibility relative to outcome-related appeals. Likewise, the indirect effect of self-monitoring on brand attitude through ad credibility was significantly stronger in the impression-related condition than in the outcome-related condition. These findings are broadly consistent with involvement theory and with the argument that impression-oriented green messages align especially well with the motivations of high self-monitors, who are more attentive to image-related cues.

The results also marginally support the hypothesis that women would perceive green advertising as more credible than men. A possible explanation for the marginal gender effect is that, although women are often found to report stronger environmental concern and somewhat

lower skepticism toward green claims than men, this difference may not have been strong enough in the present context to produce a clear statistical effect. In this study, credibility judgments were likely shaped not only by gender, but also by stronger predictors such as self-monitoring and the type of ad appeal, which may have reduced the unique contribution of gender once these variables were included in the model. In addition, the use of a fictional athleisure brand and a student sample may have narrowed gender differences because both men and women may have processed the ad in relatively similar ways. Thus, the result suggests a weak tendency for women to view the green ad as more credible than men, but not one strong enough to conclude a reliable gender difference in this sample.

Several limitations should be noted. The sample consisted of college students from one university in East China, which may limit generalizability. The study also relied on a fictional brand and a single product category, so the observed effects may differ for established brands or for products with different levels of public visibility. In addition, because only the first-stage moderation model was tested, conclusions regarding moderation of the brand attitude path should be drawn cautiously.

Despite these limitations, the findings have useful implications for green advertising strategy. Green messages appear more persuasive among high self-monitoring consumers when the appeal connects environmental consumption with socially visible identity benefits. For practitioners, this suggests that audience segmentation by self-presentational orientation may improve message effectiveness. More broadly, the results highlight that ad credibility is not only a general determinant of persuasion but also a psychologically contingent outcome shaped by both audience traits and message framing.

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Table 1: Measures of self-monitoring, ad credibility, and brand attitude

Self-monitoring was measured by a 7-point 6-item Likert scale from "Strongly Disagree" (1) to "Strong Agree" (7). Below are the items: (α = .95)

Item 1: I am often able to read people's true emotions correctly through their eyes.

Item 2: In conversations, I am sensitive to even the slightest change in the facial expression of the person I'm conversing with.

Item 3: My powers of intuition are quite good when it comes to understanding others' emotions and motives.

Item 4: I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.

Item 5: I can usually tell when I've said something inappropriate by reading it in the listener's eyes.

Item 6: If someone is lying to me, I usually know it at once from that person's manner of expression.

Ad Credibility was measured by a 7-point 3-item semantic differential scale. Below are the items: (α = .96)

Item 1: Unconvincing/Convincing

Item 2: Unbelievable/Believable

Item 3: Biased/Unbiased

Brand attitude was measured by a 7-point 3-item Likert scale. Below are the items: (α = .96)

Item 1: The brand is good.

Item 2: The brand is likable.

Item 3: The brand is favorable.

Table 2: Summary of hypothesis tests and key statistics

Hypothesis	Relationship tested	Statistic(s)	Decision
H1	Women -> ad credibility	b = .368, SE = .209, t = 1.76, p = .079	Partially supported
H2a	Self-monitoring -> ad credibility	b = .281, SE = .040, t = 7.09, p < .001	Supported
H2b	Self-monitoring -> brand attitude	b = .107, SE = .020, t = 5.35, p < .001	Supported
H2c	Indirect effect of self-monitoring on brand attitude via ad credibility	OR: b = .192, 95% CI [.093, .300] VR: b = .241, 95% CI [.167, .321] IR: b = .289, 95% CI [.203, .371]	Supported
H3	Overall moderation of ad appeal on the self-monitoring -> ad credibility path	ΔR^2 = .011, F(2, 326) = 3.31, p = .038	Partially supported
	SM x value-related appeal -> ad credibility	b = .072, SE = .055, p = .188	-
	SM x impression-related appeal -> ad credibility	b = .143, SE = .055, t = 2.57, p = .011	Supported
	Conditional effect in outcome-related appeal	b = .281, SE = .040, t = 7.09, p < .001	-
	Conditional effect in value-related appeal	b = .353, SE = .037, t = 9.43, p < .001	-
	Conditional effect in impression-related appeal	b = .423, SE = .039, t = 10.92, p < .001	-
	Index of moderated mediation: IR vs. OR	b = .098, 95% CI [.005, .193]	Supported

Model summary statistics

Dependent variable	Model fit
Ad credibility	R^2 = .45, F(6, 326) = 44.42, p < .001
Brand attitude	R^2 = .73, F(3, 329) = 290.73, p < .001

Note. N = 333. PROCESS Model 7 was used. Outcome-related appeal served as the reference category. OR = outcome-related appeal; VR = value-related appeal; IR = impression-related appeal. Gender was included as a control variable. Ad credibility significantly predicted brand attitude (b = .684, SE = .037, t = 18.39, p < .001). Gender did not significantly predict brand attitude (b = .203, SE = .142, t = 1.43, p = .154).

Appendix A

OREI Ad Copy
We're new on the scene, but we bring a fresh take on green athleisure fashion.

From farm to factory to eco-conscious consumers, SUNNIE Re® sportswear stands at the forefront of fabric technology and sustainability. From the very start, we've been green athletic fashion pioneers and environmental trailblazers.

Fabric Regeneration (ReNew & ReKnit)
97% of the plastic, polyester, and nylon fabrics in SUNNIE Re® are made from recycled fibers and plastics certified by SCS Global Services, a globally recognized authority. These high-tech eco-friendly materials make our jackets, sportswear, shoes, and bags lighter, higher-performing, and more durable.

Organic Cotton
We use organic cotton certified by GOTS (Global Organic Textile Standard), the global authority. GOTS-certified fabrics contain at least 75% organic cotton, while garments labeled "Organic" boast at least 95% organic cotton.

Wool Reworking (ReWool & ReCashmere)
In collaboration with manufacturers in Inner Mongolia and Italy, we recycle old wool and cashmere sweaters into new yarns. These are then blended with other core fabrics to give reworked wool exceptional strength and longevity. Our reworked wool and cashmere are certified under the international RWS (Responsible Wool Standard).

Clean Silk
SUNNIE Re® silk fabrics are dyed in dyehouses certified by the Swiss environmental authority Bluesign and produced in a factory in Zhejiang, China, certified by the globally recognized LEED standard. Our industry-leading clean silk has the lowest environmental impact.

Swimwear Materials
Every piece of SUNNIE Re® swimwear is made with 82% ECONYL® nylon yarn. This high-tech, eco-friendly yarn is processed and extracted from nylon waste, such as fishing nets, fabric scraps, and industrial plastics.

Ethical Leather
Our leather comes from animals raised under the "Five Freedoms of Animal Welfare" guidelines. We strictly avoid using hides from animals bred solely for their skins. Our ethical leather is certified by the international authority Leather Working Group. Additionally, the leather for SUNNIE Re® athletic and casual shoes is produced at ISA Tantec's eco-friendly facility in Guangdong, Germany's leading sustainable leather company.

Shipping Packaging
All SUNNIE Re® shipping bags are made from 100% recycled plastic or FSC-certified eco-friendly paper, minimizing our environmental footprint even in the transportation process.

SUNNIE Re® athleisure – a bold new vision of green, sustainable fashion – is about to make its grand debut. Stay tuned for our exciting opening promotions!

IREI Ad Copy
<u>All eyes are on you—you're the eco-pioneer of athletic fashion.</u>

Nothing's cooler or more eye-catching than the fusion of fashion and sustainability.

From farm to factory to eco-conscious consumers, SUNNIE Re® sportswear stands at the forefront of fabric technology and environmental responsibility.

SUNNIE Re® uses recycled fabrics, organic cotton, reworked wool, clean silk, ethical leather, and eco-friendly shipping packaging—all certified by multiple internationally recognized authorities, including SCS Global Services, RWS, GOTS, Bluesign, LEED, Leather Working Group, and FSC.

With the SUNNIE Re® logo, all eyes are on you—you embody green fashion, you're the eco-pioneer.

SUNNIE Re® athleisure – a bold new vision of green, sustainable fashion – is about to make its grand debut. Stay tuned for our exciting opening promotions!

VREI Ad Copy
<u>I love green athletic fashion, I see myself in SUNNIE Re®.</u>

I'm young, I love fashion, and I love affordable style;
But I hate the pollution of fast fashion and despise its wastefulness.

In my eyes, fashion that's also eco-friendly is the cooler way to live.
Yes, I love green fashion,
I love SUNNIE Re® athleisure, I do what I love to do!

SUNNIE Re® uses recycled fabrics, organic cotton, reworked wool, clean silk, ethical leather, and eco-friendly shipping packaging—all certified by multiple internationally recognized authorities, including SCS Global Services, RWS, GOTS, Bluesign, LEED, Leather Working Group, and FSC.

From farm to factory to eco-conscious consumers, SUNNIE Re® sportswear stands at the forefront of fabric technology and sustainability. From the very beginning, we've been green fashion pioneers and environmental trailblazers.

SUNNIE Re® athleisure – a bold new vision of green, sustainable fashion – is about to make its grand debut. Stay tuned for our exciting opening promotions!