



FIGURE 7.3

Self-Monitoring, Message Content, and Persuasibility

Participants heard one of two advertisements for a shampoo. One of the advertisements was very image-oriented (“Using this shampoo will leave your hair looking great”), and the other emphasized the shampoo’s quality (“Using this shampoo will give you healthy hair”). As expected, image-conscious high self-monitors were more influenced by the image-oriented advertisement, but value-conscious low self-monitors were more influenced by the advertisement that focused on the product’s quality.

Source: M. Snyder and DeBono (1985).