**SAMPLE: Executive Summary**

**This paper analyses consumer reactions to materialistic cues in advertisements for financial service providers, thereby considering the differentiation between terminal and instrumental materialism. Advertising with terminal materialistic stimuli directly refers to possession, whereas instrumental materialistic stimuli show activities or situations in which the advertised product can be used. Similarly, advertisements for financial service providers employ terminal materialistic cues to address the importance of the mere possession of money, while resorting to instrumental materialistic cues to show which other goals could be satisfied with the help of the money. In order to make assumptions about consumers’ attitudes to these materialistic claims, it is necessary to consider their goals. After showing which values and goals might be correlated with materialism, we will concentrate on the distinction between inner-directed and outerdirected consumer goals. For inner-directed consumers, on the one hand, the principal driving forces of life come from within. On the other hand, outer-directed consumers respond to signals from other people and base their lives on visible and materialistic goals.**

**This paper regards two approaches to how the methods of addressing materialism (terminal vs. instrumental) and consumer goals (outer-directed vs. inner-directed) might interact to influence attitudes towards the ad. The first one builds on the consistency between goals and stimuli and leads to a hypothesis assuming that an instrumental materialistic address will be evaluated more positively by innerdirected consumers in comparison to their outer-directed opposites. However, we argue that this goal-consistency will only apply for the instrumental materialistic address, but fails to do so for the terminal materialistic address. A second approach is proposed that includes a distinction between direct and indirect address of materialism and relates it to perceived authenticity of the materialistic appeal. We argue that directly addressing materialism (as in terminal materialism) represents the real purpose of a financial services provider. Consumers are not ‘deceived’ by mentioning a variety of apparently ‘higher goals’. In contrast, the company honestly claims what its true, genuine business is – here, making money. We suppose that even inner-directed consumers - similarly to outer-directed consumers - will perceive a terminal materialistic address as authentic, since they acknowledge that the intrinsic values that are important to them are not being exploited. Furthermore, we assume that this perception will influence their attitudes towards the ad, i.e. the perceived authenticity of the advertisement’s appeal will serve as a mediator. We propose that in the case of a terminal materialistic address both outer-directed and inner-directed consumers will have similar attitudes towards the ad due to perceived authenticity. We applied a quasi-experimental design and tested the hypotheses using a mediated moderation model. The results support the hypotheses. The use of terminal materialistic claims (addressing issues at the heart of the business of this industry) in advertisements for financial service providers was evaluated similarly by both consumer groups. In turn, addressing issues like independence or family security requires a consideration of various target groups, which show very different evaluations of the instrumental address.**