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**Trade Marketing,
Category Management,
and Shopper Marketing**

**Organizational Trends in
Consumer Goods Marketing and Sales**

Overview of contents

Table of contents	V
List of figures	IX
List of tables	XI
List of abbreviations.....	XV
1 Introduction	1
1.1 Relevance.....	1
1.2 Research goals	4
1.3 Research approach and thesis structure	5
2 Literature review.....	9
2.1 Evaluation of theoretical perspectives	9
2.2 Evaluation of empirical research	17
2.3 Implications from the literature review	76
3 Empirical methods.....	87
3.1 Action research	88
3.2 In-depth interviews	99
3.3 Data analysis.....	105
4 Refined determinants and design variables	110
4.1 Induction of design variables.....	110
4.2 Induction of determinants	119
5 Taxonomy of organizations	125
5.1 Taxonomy of the status quo.....	125
5.2 Trends in the taxonomy	156
6 Propositions on the relationships between determinants and design variables	172
7 Insights on changing the organization	178
7.1 Detailed description of the action research collaboration	178
7.2 Evaluation of the organizational change	193
8 Conclusion and implications	197
8.1 Research implications.....	197
8.2 Managerial implications	199
8.3 Avenues for future research.....	200
References	202
Appendix	224

Table of contents

List of figures	IX
List of tables	XI
List of abbreviations	XV
1 Introduction	1
1.1 Relevance.....	1
1.2 Research goals	4
1.3 Research approach and thesis structure	5
2 Literature review.....	9
2.1 Evaluation of theoretical perspectives	9
2.1.1 Classic school of contingency theory.....	9
2.1.2 Configurational school of contingency theory	12
2.1.2.1 Comparison of assumptions between classic and configurational school ..	12
2.1.2.2 Key research approaches in the configurational school.....	15
2.1.3 Implications for the thesis	16
2.2 Evaluation of empirical research	17
2.2.1 Research on manufacturer-retailer relationships.....	18
2.2.1.1 Development of the manufacturer-retailer relationships	18
2.2.1.2 Balance and sources of power in manufacturer-retailer relationships	22
2.2.1.3 Implications for the thesis.....	26
2.2.2 Research on marketing and sales organizations.....	26
2.2.2.1 Marketing and sales as separate departments	27
2.2.2.2 Shift to customer-focused marketing and sales organizations.....	27
2.2.2.3 The marketing and sales interface.....	29
2.2.2.4 Implications for the thesis.....	39
2.2.3 Research on selected functional units in the marketing and sales organization.....	40
2.2.3.1 Brand management	40
2.2.3.2 Key account management	48
2.2.3.3 Trade marketing	55
2.2.3.4 Category management	59
2.2.3.5 Shopper marketing	69
2.3 Implications from the literature review	76
2.3.1 Domains of determinants and domains of design variables.....	77
2.3.2 State of the literature on determinants and design variables in the domains	79
2.3.2.1 Pre-identified design variables.....	79

2.3.2.2	Pre-identified determinants	85
3	Empirical methods	87
3.1	Action research	88
3.1.1	Background of the action research methodology	88
3.1.2	Overview of the action research with a consumer goods manufacturer	91
3.2	In-depth interviews	99
3.2.1	Background of the in-depth interview methodology	99
3.2.2	Overview of the in-depth interviews	101
3.3	Data analysis	105
4	Refined determinants and design variables	110
4.1	Induction of design variables	110
4.1.1	Activities	112
4.1.2	Structures	113
4.1.3	Thought-worlds	114
4.1.4	Power	118
4.2	Induction of determinants	119
4.2.1	External determinants	120
4.2.1.1	Categories	120
4.2.1.2	Retailers	121
4.2.2	Internal determinants	122
4.2.2.1	Parent company	123
4.2.2.2	In-market subsidiary	124
5	Taxonomy of organizations	125
5.1	Taxonomy of the status quo	125
5.1.1	Differences in design variables	125
5.1.1.1	First cluster of organizations	127
5.1.1.2	Second cluster of organizations	137
5.1.1.3	Third cluster of organizations	143
5.1.2	Differences in determinants	145
5.1.2.1	Retail advisory cluster	148
5.1.2.2	KAM and brand management partner cluster	151
5.1.2.3	KAM support cluster	154
5.2	Trends in the taxonomy	156
5.2.1	Cluster-specific trends in the taxonomy	158
5.2.1.1	First trend: strengthen the “retail advisory”	160
5.2.1.2	Second trend: downsize to “boutique retail advisory”	163

5.2.1.3	Third trend: upgrade to “boutique retail advisory”	165
5.2.1.4	Fourth trend: adapt to “KAM and brand management partner”	167
5.2.2	General trends in the determinants	168
6	Propositions on the relationships between determinants and design variables	172
7	Insights on changing the organization	178
7.1	Detailed description of the action research collaboration	178
7.1.1	Project team	179
7.1.2	Analysis and transparency project phase	180
7.1.3	Development of the recommendation project phase	182
7.1.4	Implementation project phase	187
7.1.5	Collaboration beyond the implementation phase	189
7.2	Evaluation of the organizational change	193
8	Conclusion and implications	197
8.1	Research implications	197
8.2	Managerial implications	199
8.3	Avenues for future research	200
	References	202
	Appendix	224