

Better support for supportive jobs. How to improve brand performance through better compensation and training for in-store merchandisers.

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Abstract

Through an experimental field study, we link the rewards-based motivational framework to the job of the in-store merchandiser and connect it to brand performance. Our results indicate that improved working conditions for in-store merchandisers yield a significant increase in sales through an enhanced share of shelf, and in part through better product and price display. We demonstrate the effectiveness of improved compensation for supportive employees to cause a significant increase in brand performance. We underline the strategic importance of the job profile and identify explanatory mechanisms, enabling managers to optimize the training and compensation in the context of supportive jobs in retailing.

Keywords: *brand performance; compensation strategy; retail employees*

Track: Marketing Strategy & Theory