

## Multitheoretical model proposed for mixed triangulation in insurers' brand positioning research

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### Abstract

The main objective of this article is to explore a robust multitheoretical model that allows investigating the operationalization of Brand Positioning in insurance companies. This exploratory research aims to contribute to deepening the most appropriate theories to investigate Brand Positioning. Through a multi-theoretical lens, it may be possible to build a solid foundation for the application of mixed, quantitative and qualitative methods in this context. By operationalizing this multi-theoretical lens, it will be possible to find possible gaps between the Intended Brand Positioning of an insurer and the Perceived Brand Positioning of insurance consumers. After a preliminary literature review elaborated on the concept of Brand Positioning, the aim of this exploratory research is to identify theories that can form part of a robust multi-theoretical lens that serves as a basis for the application of mixed methods in any investigation into Brand Positioning. The results show 5 fundamental theories that are really useful in mixed methods approaches for operationalizing Brand Positioning in insurance companies: Stakeholder Theory, Service Dominant Logic Theory, Dynamic Capabilities Theory, Resource-Based View Theory and Positioning Theory. A proposal for the operationalization of this multi-theoretical lens in each procedural phase of Brand Positioning research is presented. This multi-theoretical lens can be useful in mixed methodologies, with triangulated approaches, between data from quantitative studies on "Perceived Brand Positioning" obtained from insurance consumers, and data from qualitative studies on "Intended Brand Positioning" obtained from insurance company managers.

**Keywords:** Multi-theoretical lens, Brand Positioning, Mixed Methods, Insurance Companies