INSURANCE AND PR (PUBLIC RELATIONS) - AS A MEANS OF CREATING AN IMAGE, REPUTATION AND BRAND

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INSURANCE AND PR (PUBLIC RELATIONS) - AS A MEANS OF CREATING AN IMAGE, REPUTATION AND BRAND
Abduturapova D.F.
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Abstract: Stable and progressive development of the country's economy, especially in the post-pandemic period, a sharp increase in demand for all types of insurance, the relevance of the brand image in achieving its marketing efficiency is becoming increasingly important today. This article discusses the role of public relations in the development of the insurance industry, its role in building brand, image and current status

Keywords: appeal, insurance, insurance culture, PR, image, brand, survey, public relations, “brand”, PR effectiveness, E-policy.

Introduction
In our country, along with financial institutions that improve the living standards of the population, ensure their material well-being and socio-economic development, the role of insurance is unique. The President of the Republic of Uzbekistan Sh.M.Mirziyoev in his address to the Oliy Majlis in 2020 also said that “... our children must always feel in their hearts that they are their care, kindness, and the backbone of the state and society. It is necessary to revise the law on social insurance by reviewing payments such as disability, funeral, bereavement benefits, and disability benefits at work. The Cabinet of Ministers should develop a concept of social protection within two months, set priorities in the above areas, and adopt laws on compulsory health insurance this year to radically reform the financing of health care. and develop all organizational arrangements for their implementation.”

Research methodology
In preparing this article, the statistics on the official website of the Ministry of Finance of the Republic of Uzbekistan, the analysis of structural changes, articles published by world and Uzbek scientists and textbooks are analyzed. In addition, surveys were conducted on social networks, on the basis of which selected statistics on the topic were collected. Initially, using the grouping method, we divided the population into groups by gender and age. The population was divided into four age groups: under 20 years old, between 20 and 30 years old, between 30 and 50 years old, and between 50 and older. Based on the results of the analysis, relevant conclusions and recommendations were made.

Literature review
Public relations in insurance companies, their image, reputation and brand building were studied in the relevant works of Uzbek and foreign scientists and practitioners.
N. Iminova, S. Abdimominova, B. Mamurov in their scientific article on "Risk management and insurance" presented their proposals on "Insurance services in Uzbekistan: its advantages and the importance of insurance in reducing risks."

In the textbooks "Insurance business" by H. Shennayev, I. Ochilov, S. Shirinov, I. Kenjayev it should be noted that insurance relations are complex and comprehensive financial and monetary economic relations, it is also important to have a set of interrelated conditions for them to occur." He stressed the role of insurance in society.

H. Sobirov defines the concept of insurance as follows: “In many literatures, the word insurance is used in the sense of danger, horror, panic, because the material damage to society as a result of these natural disasters and accidents delivered. However, insurance does not mean these mental conditions, but the emerging and potential emergencies and measures to mitigate them, to compensate for the deficit caused by the damage, in this regard. the relationship between the resulting insurance companies and the insured.

According to Djanadilov, "Insurance companies need to regularly study the market in order to ensure that their services meet the needs of customers," and we realized the importance of creating a brand image in the insurance industry today.

In studying the brand and image, Sh. Ergashkhodjayeva, I. Nematov in the textbook "Brand Management" said that "the brand is no longer abstract, but has become a real object of real value for its owners," emphasizing the financial importance of the brand image.

Antoshkin S.I. “The brand, as an important asset of the company, involves some effort to maximize the value it produces over a long period of time.”

In addition, scientific works, articles and textbooks of Sharifkhodjayev UU, Babakulov Z., Kaliyeva OM were used.

Analysis and results

Nowadays, highly informed society, the importance of insurance is growing. It not only serves as protection against damage to property, health, business, constructions or similar material things, especially in case of unforeseen circumstances, but also serves as an investment. In the context of sustainable development of the Uzbek economy, the insurance sector is also growing, and insurance products are increasing. However, we believe that the insurance industry does not play a significant role in the economy of the country, the activity of insurance companies is weak, the insurance culture of the population is still not well formed, and companies do not have good public relations. Although there are more than 200 types of insurance in the country to meet the maximum demand of the population, the majority of the population has no idea about the types of voluntary insurance, using only the type of compulsory insurance. This means that insurance companies, like other advanced companies, need to create favorable conditions for the marketing department to create advertising, PR events and a positive brand.
image. In this case, the marketing department conducts an in-depth study and analysis of the market situation, more emphasis on the buyer's insurance product, identifying factors affecting the market, identifying potential customers and classifying them into priority groups, collecting other necessary information.

![Figure 1. Factors contributing to the development of the insurance market](image)

Today, the creation of the image of the insurance market is largely determined by the peculiarities of today's modern market economy. The company needs to take the necessary measures in the field of PR in order to raise its rating and attract new customers. There are some weaknesses in this area in our country.

The work of PR specialists in creating an insurance brand is hampered by a number of reasons that are not related to the current state of the insurance market, but also due to the specific characteristics of the insurance service. Of course, promoting a product (service) that is invisible, tasteless, and imperceptible is a bit complicated. This is due to the fact that the quality of service is highly differentiated, and consumers and sellers are constantly interconnected, and customers are attracted according to how the service is provided by the employee.

In addition, services are not maintained, meaning that insurers do not have the ability to “back up” or “overcharge” services, but it is very important for them to purchase insurance for the long term. The main direction of the efforts of the PR-service is the work on shaping the image of the insurance company. What do we mean by "image"? Modern dictionaries describe an image as "an image of a person, an event, an object formed for the purpose of popularizing, advertising, etc., for the purpose of influencing people; one of the means of propaganda." is the overall impression of an object. Often, the image is seen in conjunction with the reputation, if the image is the image of a particular company, the reputation is really about the advantages or disadvantages of the company's goods or services, how they are valued by society reflects the general idea.

Finally, the last important thing is the “brand”. There are many scientific definitions of the brand. Simply put, a brand is an image of a brand in the individual
mind that determines a consumer’s choice in a particular row. Managing service brands is more difficult than branding goods because they can’t evaluate what customers are being offered by feeling, i.e. seeing, holding, and eating. Therefore, it is very difficult to provide services, especially insurance, in a beautiful way, depending on the situation in our country.

**Figure 2. Peculiarities of insurance services**

Creating an image of an insurance company depends on many factors, including:
- The company's position in the market and work experience.
- Shareholder structure.
- Customers and partners.
- The quality and breadth of services provided, the level of service, the convenience of insurance premiums and insurance coverage.
- Evaluation of the company by the media, government agencies, public and professional organizations.
- The authority of the leader, the presence of senior managers.
- Wins in tenders and competitions, high rating,
- Transparency of information provided, etc.

Undoubtedly, a well-directed image will change the activities of an insurance company in a positive way, and PR will help to create an impression of the company's activities, its positive aspects and the fact that it has a wide customer audience. In addition, it is advisable to use the following several methods of PR to form a positive image of the insurance company:
- participation in competitions and high rating,
- Organization of public events such as exhibitions, conferences, seminars with potential customers,
- Organization and implementation of measures aimed at improving the insurance culture of the population.
- Participation in the activities of advisory committees and expert councils under government agencies.
- Charity and sponsorship activities.
- Participation in the work of professional and industrial associations, trade unions, clubs.

In the course of our research, in order to assess the effectiveness of PR of insurance companies, we studied which brand of insurance company the population in our country knows the most. The survey was conducted on social networks and asked 3 questions. At the same time, 150 random respondents were selected, of which 14 were 9% under the age of 20, 75 were 50% under the age of 21-30, 60 were 40% under the age of 31-50, and 1% were over the age of 50. It consisted of 2 people.

**Results of knowledge of local Insurance brands among the population**

<table>
<thead>
<tr>
<th>Name of insurance company</th>
<th>The level of knowledge of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALSKOM JSC</td>
<td>31%</td>
</tr>
<tr>
<td>Asia Insurance LLC</td>
<td>5%</td>
</tr>
<tr>
<td>&quot;Kafolat&quot; JSC</td>
<td>10%</td>
</tr>
<tr>
<td>KapitalSugurta JSC</td>
<td>8%</td>
</tr>
<tr>
<td>Uzbekinvest JSC</td>
<td>20%</td>
</tr>
<tr>
<td>Uzagrosugurta JSC</td>
<td>8%</td>
</tr>
<tr>
<td>Gross Insurance LLC</td>
<td>18%</td>
</tr>
</tbody>
</table>

As of January 2021, there are currently 40 insurance companies registered in the country. Certainly, the largest insurance companies are the most popular. Therefore, we have studied the status of the reputation of the 7 largest insurance companies. The results show that 47 respondents said that they had heard more about the insurance company JSC "Alskom". In terms of knowledge of insurance brands, the next places are occupied by JSC "Uzbekinvest" with 20% of respondents and LLC "Gross Insurance" with 18% of respondents. The lowest rate belongs to the insurance company Asia Insurance LLC, which shows the lack of publicity and public relations work by the company.

At the same time, we believe that the work of the above 7 major insurance companies is limited only to the reputation of the company, its reputation, and insurers do not pay attention to the idea of promoting specific types of insurance. Because the next question in our survey is "What type of insurance do you use?" that is, 61% of respondents indicated the type of compulsory insurance, while 31% indicated that they would use no type of insurance. The remaining 8% of respondents indicated Life Insurance (Figure 3)

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1The survey was conducted by the author using social networks
The most important question before us is to evaluate the effectiveness of PR. According to a sociological survey conducted on social media, the majority of relevant experts in insurance companies believe that the task of the PR department is to create a well-known brand and, accordingly, to create a positive attitude towards the company. Currently, companies evaluate the effectiveness of the PR department by the number of publications (news in the company's media) and use the "planned and executed" method at the end of the reporting period.

**Information on the general insurance network**

*mln. in soums*

<table>
<thead>
<tr>
<th>№</th>
<th>Name of insurance companies Insurance premiums</th>
<th>Name of insurance companies Insurance premiums</th>
<th>01.01.2020</th>
<th>01.01.2021</th>
<th>o'zgarish%da</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>1 727 547,4</td>
<td>1 875 325,7</td>
<td>109%</td>
</tr>
<tr>
<td>1</td>
<td>Uzbekinvest EISK JSC</td>
<td>285 609,1</td>
<td>262 869,2</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Gross Insurance LLC</td>
<td>222 125,87</td>
<td>251 772,6</td>
<td>113%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Uzagrosugurta JSC</td>
<td>252 641,4</td>
<td>178 202,9</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>JSC &quot;Guarantee Insurance Company&quot;</td>
<td>150 656,0</td>
<td>149 363,3</td>
<td>99%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;Euroasia Insurance&quot; LLC QK SK</td>
<td>129 727,8</td>
<td>145 270,0</td>
<td>112%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>&quot;Apex Insurance&quot; LLC</td>
<td>40 213,03</td>
<td>120 337,1</td>
<td>299%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>&quot;My Insurance&quot; LLC SK</td>
<td>49 389,49</td>
<td>101 309,8</td>
<td>205%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>&quot;Alfa Invest&quot; LLC ST</td>
<td>96 228,37</td>
<td>97 295,0</td>
<td>101%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>&quot;Railway Insurance&quot; LLC</td>
<td>56 302,21</td>
<td>52 787,8</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>&quot;Asia Inshurans&quot; LLC SK</td>
<td>71 789,75</td>
<td>51 435,9</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>&quot;KafilSugurta&quot; LLC</td>
<td>40 017,69</td>
<td>50 005,6</td>
<td>125%</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>KapitalSugurta JSC</td>
<td>46 466,46</td>
<td>49 431,9</td>
<td>106%</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>&quot;PSB Insurance&quot; LLC</td>
<td>21 062,30</td>
<td>48 031,2</td>
<td>228%</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>&quot;Alskom&quot; AJ SK</td>
<td>48 498,04</td>
<td>44 109,3</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>&quot;Ingo-Uzbekistan&quot; SAJ</td>
<td>35 259,08</td>
<td>37 545,1</td>
<td>106%</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>&quot;Asko-Vostok&quot; LLC</td>
<td>31 836,49</td>
<td>35 099,1</td>
<td>110%</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>&quot;Imkon-Sugurta&quot; LLC</td>
<td>3 611,47</td>
<td>29 749,5</td>
<td>824%</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>XalqSugurta LLC SK</td>
<td>39 555,40</td>
<td>29 065,9</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>&quot;Universal-Sugurta&quot; JSC</td>
<td>26 834,33</td>
<td>25 565,6</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>HamkorSugurta LLC</td>
<td>18 994,30</td>
<td>25 110,4</td>
<td>132%</td>
<td></td>
</tr>
</tbody>
</table>
In the table above, we have listed the total insurance premiums for 2020 of 20 out of 40 insurance companies registered in the country. It is known that insurance premiums are a source of funding for companies. In the table above, the main part of insurance premiums falls on the contribution of compulsory types of insurance, bank insurance, voluntary types of insurance. The total insurance premiums collected amounted to 1,875,325.7 millionsoums, an increase of 9% compared to the previous year. It is noteworthy that 52% of the insurance premiums fall on the first 7 insurance companies. According to statistics, the insurance market rate averaged 0.17%. It should be noted that Gross Insurance LLC, Alskom JSC, Kafolat Insurance Company JSC, Uzbekinvest EISK JSC offer their services at lower rates than other companies. In addition, most of these companies have been operating in our country for more than 20 years. Of course, the most important aspect of competition between insurance companies is that no matter how it operates, all measures taken, regardless of the implementation of various marketing measures, if the quality of service and reliability of the organization is not high. -measures may have a temporary effect. Below we share the data provided by the Ministry of Finance on the section of compulsory, voluntary and life insurance premiums popular in our country (Table 3).

<table>
<thead>
<tr>
<th>Types of insurance</th>
<th>Insurance premiums</th>
<th>01.01.2020</th>
<th>01.01.2021</th>
<th>changes in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total including:</td>
<td></td>
<td>2 313 903,6</td>
<td>2 209 677,7</td>
<td>95%</td>
</tr>
<tr>
<td>Compulsory insurance</td>
<td></td>
<td>313 331,6</td>
<td>360 004,9</td>
<td>114,9%</td>
</tr>
<tr>
<td>Voluntary insurance by classes, (general insurance)</td>
<td></td>
<td>1 438 187,0</td>
<td>1 549 706,4</td>
<td>107,8%</td>
</tr>
<tr>
<td>Voluntary insurance by classes, (life insurance)</td>
<td></td>
<td>562 384,9</td>
<td>299 966,5</td>
<td>53,3%</td>
</tr>
</tbody>
</table>

The disproportion of the components of the insurance market in our country can be seen in the numbers. In terms of general insurance companies, the share of voluntary insurance premiums will be 69.6% in 2020, in life insurance companies this figure will be 14.1%, compulsory insurance premiums in general and life insurance companies, respectively. 15.3% and 1%, respectively, testify to the low market share of life insurance companies.

The reason for the large share of voluntary insurance in the country is that it is mainly served by 17 classes, and compulsory insurance is mainly 6. The most commonly used are: civil liability of the employer, civil liability of vehicle owners,
civil liability of carriers, hazardous production facilities, construction and installation risks. If we look at the coverage, we can see that the share of compulsory insurance is higher. This means that, as mentioned above, the majority of the population uses insurance only because it is compulsory. Newly created voluntary insurance products are not widely promoted by companies, their essence is not covered.

On May 7, 2020, the first online ceremony to award the winners of the third “Brand of the Year 2019” award was held based on the interpretation of the experts of the National Marketing Center and the results of open consumer voting. The Brand of the Year 2019 award was given to the most active companies successfully implementing their marketing in the Uzbek market.

The most popular brands in 20 nominations for 2019:

<table>
<thead>
<tr>
<th>Consumer Choice</th>
<th>Expert Choice</th>
<th>Consumer Choice</th>
<th>Expert Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kun.uz Gazeta.uz</td>
<td>Kun.uz Gazeta.uz</td>
<td>Coca Cola Coca Cola</td>
<td>Coca Cola Coca Cola</td>
</tr>
<tr>
<td>RozmetovRozmetov</td>
<td>RozmetovRozmetov</td>
<td>SafiaCrafers</td>
<td>SafiaCrafers</td>
</tr>
<tr>
<td>Black Bear Coffee Black Bear Coffee</td>
<td>Black Bear Coffee Black Bear Coffee</td>
<td>Japanese Evos</td>
<td>Japanese Evos</td>
</tr>
<tr>
<td>korzinka.uz korzinka.uz</td>
<td>korzinka.uz korzinka.uz</td>
<td>Media Park Texnomart</td>
<td>Media Park Texnomart</td>
</tr>
<tr>
<td>Akfalmzo</td>
<td>Akfalmzo</td>
<td>Murad Buildings Murad Buildings</td>
<td>Murad Buildings Murad Buildings</td>
</tr>
</tbody>
</table>

Based on this, the results of the evaluation of PR effectiveness give the following conclusions:
- The brand names listed in the table above are popular among 80% of the population. Their popularity is also due to the fact that most of them have established advertising and public relations;
- One of the reasons for the popularity of the above brands in all nominations is the leading position in the market in terms of quality of goods and services;
- In our opinion, the absence of the nomination "The most popular insurance company" is due to the fact that insurance companies do not work on the brand image and spend less money on PR and advertising.

Based on the opinion of the respondents, we can say that the main factors hindering the development of PR in the insurance market of Uzbekistan are:
- Unqualified PR specialists,
- Lack of access to strategic information for PR manager,
- underestimation of the importance of PR by the company's management
- low allocation of funds,
- lack of a clear concept of company development,
- low level of media interest in insurance issues,
Lack of interest and mistrust in insurance among the population

**Conclusions and recommendations.**

Nowadays, most large insurance companies have a PR department and consider the use of PR tools to be one of the most effective means of promoting a company brand, and do so in a targeted and systematic manner. However, the further development of insurance PR is limited by sufficient funds. Most companies have project financing, which does not allow them to expand their PR activities on a regular basis. The planning of PR activities is poorly done by specialized marketing research. Today there are many opportunities for marketing activities and public relations. It is unlikely that these goals will be achieved through a single e-policy, the sale of policies electronically. Enforcement of the Resolution of the President of the Republic of Uzbekistan dated August 2, 2019 No PP-4412 "On measures to reform the insurance market of the Republic of Uzbekistan and ensure its rapid development" In order to widely use modern information technologies, actively introduce and develop electronic types of insurance services, the Cabinet of Ministers adopted Resolution No. 780 of 14 December 2020 “On Improving the Procedure for Providing Electronic Insurance Services”. On measures.” According to them, until July 1, 2021, the information systems and databases of insurance companies and interested ministries and departments, engaged in compulsory insurance for the sale and registration of e-policies as part of a single information system. It is planned to introduce integrated information modules. In addition, from March 1, 2021, the sale and registration of the e-policy on compulsory civil liability insurance of vehicle owners will be carried out, and it will be equated to a paper contract. This will create the following benefits for customers and insurance companies:

- Public relations will be carried out remotely, and both parties will be provided with material benefits;
- As the type of insurance provided for in the resolution is social, it will allow customers to choose companies based on the service they provide and their brand, which will allow companies to work harder on their brands, to establish public relations. requires that they leave a positive impression on the minds of customers;
- This type of sale is aimed primarily at extortion, "agreements" between agents and customers.

Based on this, we offer the following forms and methods of PR used by insurance companies in the formation of image and brand:

1. A joint project of insurance companies with the most popular media is a short but well-designed twenty-minute show with the participation of top managers of the company, which briefly introduces the work process and services.
2. Participation and sponsorship of insurance company specialists in major public events.
3. Collaborative activities with active youth on blogger and similar social networks.

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