QUESTION

Should the value (premium) of an option increase with the volatility of the price of the underlying asset?

ANSWER

Yes, as increasing volatility means increasing risk or uncertainty in the price of the underlying asset. If you are the holder of a call option the more volatile the asset, the more valuable the stabilizing option will be for you. Likewise for the holder of a put option. Therefore you will pay more for the stability, hence the premium should be greater. Could argue also from issuers point of view.