**Impact of Brand Dynamics on Insurance Premiums in Turkey**

**Yhlas SOVBETOV[[1]](#footnote-1)\***

*Department of Economics, Istanbul University*

**Abstract**

**This paper examines influences of brand dynamics on insurance premium productions in Turkey using a dynamic GMM panel estimation technique sampling 31 insurance firms over 2005-2015. The results reveals that brands trust appears as a chief driving force behind premium production where its unit increase augments premium outputs by 5.32 million Turkish Liras (TL). Moreover, the brand value of firms also appears a statistically significant determinant of premium sales, but its size impact remains limited comparing to brand trust, i.e. a million TL increase in brand value generates only 0.02 million TL increase in sales.**

**On the other hand, the study also documents a strong momentum driven from past years premium production with trade-off magnitude of 1 to 0.85. This might imply a higher loyalty-stickiness of customers in Turkey, as well as a self-feeding *"bandwagon effect"*.**

**Keywords: Brand Value; Intangible Assets; Panel GMM; Insurance Premiums.**

**JEL Classifications: G12, G22, M3, L6.**

1. \* ihlasnobatovich@gmail.com, +905343886982 [↑](#footnote-ref-1)