# ASIA-PACIFIC JOURNAL OF RISK AND INSURANCE

### **EDITOR-IN-CHIEF**

Michael R. Powers, Tsinghua University, CHINA

#### **ASSISTANT EDITOR**

Yinglu Deng, Tsinghua University, CHINA

### **BOOK REVIEW EDITOR**

Andreas Richter, Ludwig-Maximilians-University Munich, GERMANY

## **DE GRUYTER**

As the official journal of the Asia-Pacific Risk and Insurance Association, the *Asia-Pacific Journal of Risk and Insurance* (APJRI) focuses on risk management and insurance issues of importance to the Asia-Pacific region. An interdisciplinary publication, APJRI facilitates the exchange of research in risk and insurance mathematics, economics, finance, and corporate practice. The journal welcomes theoretical and applied research papers on a variety of specific topics including, but not limited to:

- actuarial pricing and reserving
- insurance operations, economics, and regulation
- corporate/enterprise risk management and finance
- catastrophe risk
- social insurance and employee benefits
- local/regional/international insurance markets

Submitted manuscripts must not have been published elsewhere, and are subject to double-blind peerreview at the discretion of the editors.

ISSN 2194-606X · e-ISSN 2153-3792

All information regarding notes for contributors, subscriptions, Open Access, back volumes and orders is available online at http://www.degruyter.com/apjri.

**RESPONSIBLE EDITOR** Michael R. Powers, Ph.D., Zurich Group Professor of Risk Mathematics, Department of Finance, School of Economics and Management, Tsinghua University, China, Email: apjritu@gmail.com

**JOURNAL MANAGER** Alexander Goerlt, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05 – 234, Fax: +49 (0)30 260 05 – 250,

Email: alexander.goerlt@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Claudia Neumann, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30 260 05-226, Fax: +49 (0)30 260 05-322, Email: anzeigen@degruyter.com

TYPESETTING Integra Software Services Pvt. Ltd., Pondicherry, India

**PRINTING** Franz X. Stückle Druck und Verlag e.K., Ettenheim, Germany

© 2015 Walter de Gruyter GmbH, Berlin/Munich/Boston



## **Contents**

Ann Shawing Yang

Measuring Self-Service Technology Latent Difficulties: Insurance Decisions on Utilitarian and Hedonic Influences — 1

Mahito Okura

The Impact of Public Insurance on Private Insurance Demand — 35

Hideto Azegami

Do the Over-the-Counter Sales at Banks Expand the Individual Annuity Market in Japan? —— 47

Daniel Cho, Katja Hanewald and Michael Sherris

Risk Analysis for Reverse Mortgages with Different Payout Designs — 77

Andrew P. Leung

The Fisher Hypothesis and Its Implications for Defined Benefits — 107

Nan Du, Zhangrong Zeng and Krupa Viswanathan

The Square-Root Rule for Reinsurance: Further Analysis and Consideration of China's Market —— 125