

# The Influences of Country-of-Origin Image and Consumer Ethnocentrism on New Product Diffusion

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## ABSTRACT

The object aim of this study was to probe into the relationship of country of origin image, relationship benefit and New product expansion. In addition, we analyzed the Intermediary effect of Consumer country center principle between New product expansion and country of origin image. The country of origin image was measured by nation image and product image. Additionally, new product expansion was measured by new product relative advantage, complexity, probation, compatibility and observation. The study was sent out 480 questionnaires and the reclamation rate is 90.8%. We used Simple regression and social stratum regression model to analysis and supposition examination. Presentation of Results, the New product expansion had been significantly impacted by country of origin image and relationship benefit. We also investigate and advance the theory, Study limitations, Suggestion in this thesis.

Keywords : country of origin image、relationship benefit、relative advantage、compatibility、complexity、probability、observability

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