Evaluation of Intelligent Innovation Effect of Fashion and Cultural Products from the Perspective of Consumer Perception

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Abstract. In the era of intelligence, intelligent innovation of fashion and culture industry can be integrated with the innovation of other industries across the border, and intelligent innovation of fashion and cultural products is a long-term trend. This paper studies the innovation effect of fashion and cultural product intelligence from the perspective of consumers, identifies the dimensions of perceived value, and evaluates its innovation effect from the dimensions of economic and social benefits, and ultimately draws conclusions from the empirical results and provides suggestions for the conclusions.

Keywords: Intelligent cultural products, Consumer perception, Intelligent innovation effect

1 Introduction

Cultural and technological innovation is an important component of China's scientific and technological innovation, and intelligent science and technology has triggered a brand new change in the field of culture and creativity in China [1]. Along with the rapid development of intelligent science and technology, intelligent science and technology has accelerated the penetration of fashion culture in the field of creation, production, dissemination and consumption and other levels and links [2], and promotes the intelligent innovation process of fashion culture industry. The wave of intelligence and the rapid growth of fashion culture consumption demand provide an environmental background for the intelligent innovation of fashion culture products. Academics have shown that in the next 10 to 15 years, "the greatest contribution to the economy will be the integration of information technology (including big data and artificial intelligence) into the new products of various industries, the new mode of providing personalised products and services, and the new mode of cross-border integration of the industrial chain" [3]. The fashion and culture industry is also a key industry for the integration of information technology. Although intelligent technology and fashion culture industry belong to different fields, the integration of the two can still provide support for the creation and production of original works, and also help to build a better industrial service platform to meet the people's multifaceted fashion culture needs.

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The core of culture is to meet people's spiritual needs, the effect of artificial intelligence-enabled cultural innovation, in the final analysis, but also from the perspective of consumer perception to judge. This paper takes this as the starting point to evaluate the effect of intelligent innovation of fashion and cultural products from the perspective of consumer perception.

2 Theoretical Sources, Research Model and Questionnaire Design

2.1 Theoretical sources

Customer perceived value, scholars have their own different research dimensions due to their different research objects. First of all, from the basic concepts, to collate the dimensions of each scholar's research.

2.1.1 Customer Perceived Value.

Since 1970, companies have been pushing the boundaries of competition at the consumer level, shifting from product-oriented competition to consumer-centred competition. In the continuous practice, the theory of consumer perceived value came into being. Zeithaml (1988) gives the definition: consumers' comprehensive evaluation of a product or service, measured by the difference between their perceived benefits and the costs they pay in terms of time, money, and so on [4]. Gronroos (1997) argues that the source of perceived value is not only limited to the product itself and its additional services, but also to the product itself and its additional services. Gronroos (1997) believes that the source of perceived value is not only limited to the value of the product itself and its additional services, but also focuses on the overall association between the consumer and the firm, and endeavours to develop and maintain good customer relationships to generate consumer value [5]. Frank Kerns (1999) states that firms with high perceived value are competitive for a long time.

2.1.2 Customer Perceived Value Dimension.

Zeithaml (1998) in the study of customer value dimensions, from the consumer's point of view to study the price of the product provided by the enterprise to the consumer, the service, the product's own performance, the consumer pays for the cost of time, money [4]. Woodruff (1997) in the study of perceived value is the main consideration of the experience of the feeling, as well as the quality of the product and the aspect of utility [6]. Gaston LeBlanc (1999) argues that the relationship between the consumer's perceived price and quality, knowledge gained, economic utility of the degree of commerce, image, and social and emotional value are important drivers of brand value. Anggraeni Permatasari (2020) in his study of consumer perceived value, the dimension considered is the price of the product, technology required for the product and the functional dimension of the product. Sun Fengzhi (2020) in his study of short stay B&B pricing research based on customer perceived value in terms of functional value, emotional value, social value, cognitive value and conditional value dimensions respectively [7]. Yuan Honghan (2019) based his analysis on four dimensions from product quality and function, product service, customer relationship management and brand management [8]. The research results of different scholars on the dimensions of customer perceived value are summarised in the following table based on literature collation (Table 1).

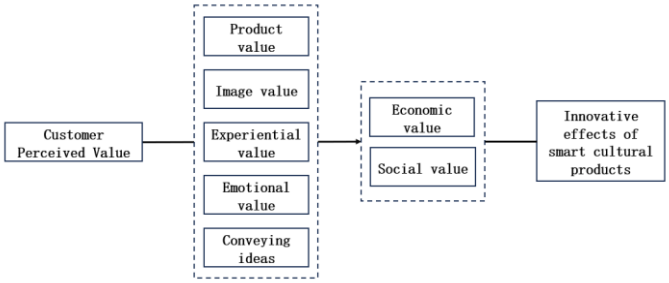
Table 1: Customer Perceived Value Dimensions

Author	Dimension
Zeithaml(1988)	Price, product or service, cost
Brdaefy T. Gale(1994)	Quality (benefits) and price (costs)
Parasuraman(1997)	Product quality, service quality (tangibility, reliability, responsiveness, certainty and empathy) and price
Lapierre(2000)	Products, services and relationships; gains and losses
Sheth(1999)	Functional, emotional, social, cognitive and situational values
Petrick(2002)	Behavioural prices, monetary prices, emotional responses, quality and prestige
Pai Lin	Product Accompanying Performance, Product Core Performance, Price, Service & Branding
Liu Gang et al. (2007)	Functional value, experiential value, symbolic value, perceived risk, perceived payment

[a] Source: Publicly available information.

2.2 Theoretical Modelling

From the perspective of consumers, the relationship between these two variables of perceived value on social and economic benefits is explored. Among them, social benefit is also used as an intermediate influencing factor, and customer perceived value constructs the following conceptual model (Figure 1) from the four dimensions of product value, image value, experiential value and emotional value.



[a] Source: Constructed by the authors

Figure 1: Influence mechanism model of the innovation effect of smart cultural products.

2.3 Proposed hypotheses

From the perspective of consumers, the relationship between these two variables of perceived value on social and economic benefits is explored. Among them, social benefit is also used as an intermediate influencing factor, and customer perceived value constructs the following conceptual model from the four dimensions of product value, image value, experiential value and emotional value.

2.3.1 Customer perceived value positively affects economic value.

Customer perceived value on the value of intelligent cultural products is the most direct manifestation of the degree of customer willingness to pay a premium for the product, the direct expression of the economic value.

H1: Product value positively affects economic value;

H2: image value positively affects economic value;

H3: Experience value positively affects economic value;

H4: Emotional value positively affects economic value;

H5: Conveying ideas positively affects economic value;

2.3.2 Customer perceived value positively affects social value.

Customer perceived value is not only reflected in the economic benefits directly generated by the enterprise, the entire society has a more far-reaching impact on the economic efficiency, manifested in the degree of cultural dissemination, carrier diversity, design with the flavor of the times, close to the degree of popularisation.

H6: Product value positively affects social value;

H7: Image value positively affects social value;

H8: Experience value positively affects social value;

H9: Emotional value positively affects social value;

H10: Conveying ideas positively affects social value;

2.3.3 Customer perceived value positively affects the innovation effect of intelligent cultural products.

Customers in the purchase and use of intelligent cultural products or experience its services, will produce a certain perception, including product quality, image, experience and emotion to produce a certain integrated cognitive evaluation, which is known as the customer's perceived value. Good perceived value will cause customers to buy willingness to produce economic benefits. The higher the perceived value, the greater the economic benefits.

H11: Product value positively affects the innovation effect of intelligent cultural products;

H12: Image value positively affects the innovation effect of intelligent cultural products;

H13: Experiential value positively affects the innovation effect of intelligent cultural products;

H14: Emotional value positively affects the innovation effect of intelligent cultural products;

H15: Conveying ideas positively affects the innovation effect of intelligent cultural products.

2.4 Questionnaire Design

2.4.1 Basic questions.

Based on the survey of consumers who have experience or purchase experience of cultural products and intelligent cultural products; the basic information of the questionnaire respondents is the control variables of this survey, respectively, from the six control variables of gender, age, education, income level, frequency of use of intelligent products, and recently contacted intelligent cultural products.

2.4.2 Measurement of customer perceived value (independent variable).

Combined with the characteristics of the smart culture industry as well as the products, the customer perceived value is mainly from the five dimensions of product value, image value, experience value, emotional value, and conveying ideas.

Define the dimensions of perceived value to ensure that the dimensions of perceived value do not overlap and are independent of each other.

1. Product value: from the intelligent cultural industry characteristics, product performance is not only focusing on the general clothing industry product quality, but also combined with the degree of creativity and the degree of intelligence of its industrial products features.
2. Image value: refers to the value generated by the overall image of the enterprise and its products in the public.
3. Experiential value: experience, specifically in the consumption of the whole process to set up some experiential details, so that the concept of the product can be fully diffused, in order to infect the target group in the intensity and depth of communication. Experiential value refers to the value from the inner feelings of customers from the products or services provided by the enterprise.
4. Emotional value: the product gives consumers emotional support.
5. Conveying ideas: This survey is based on intelligent cultural products, in combination with the characteristics of the industry, the study of the life and cultural values that consumers receive in the process of experiencing or using the products that the enterprises want to pass on to the consumers is also one of the important factors affecting the innovation effect of intelligent cultural products.

Therefore, the individual questions on the perceived value aspect of this questionnaire are shown in the table below (Table 2).

Table 2 Perceived value items

Secondary indicators	
Product value	Quality, functionality, practicality, category, degree of creativity, degree of intelligence;
Image value	Shop fitting, service staff, packaging;
Experiential value	Convenience, pleasantness, freshness, scenarios;
Emotional value	Self-confidence, social identity, degree of individualisation, satisfaction;
Conveying ideas	The concept of life, the concept of the intelligent age, the concept of consumer upgrading.

Source: Summarized from the questionnaire questions

2.4.3 Measurement of the effect of smart cultural products (dependent variable).

Based on the above dimensions of customer perceived value, the five dimensions of product value, image value, experiential value, emotional value, and conveying ideas value all positively affect the social value.

Economic value: from the point of view of consumers' willingness to buy, stimulating the demand for purchase, repeat purchase willingness, the degree of premium and the degree of promotion.

Social value: cultural dissemination, diversified carriers, contemporary design, close to the public.

The effect of intelligent cultural products = economic value + social value

2.5 Questionnaire Design

Five secondary indicators and 20 tertiary indicators are used to measure the dimension of customer perceived value, one secondary indicator and four tertiary indicators to measure social benefits, and one secondary indicator and five tertiary indicators to serve as the measurement indicators of smart fashion cultural products. After determining the measurement indexes, Likert scale is chosen to quantify these indexes, and the degree of consumer recognition of the indexes is transformed into measurable data, so that the model hypothesis of this paper can be demonstrated through the method of quantitative statistics.

3 Empirical Analysis

3.1 Descriptive statistical analysis

There were a total of 280 samples in this research, and the results of the basic quantitative descriptive statistics of the specific handbook samples are shown in the following table (Table 3).There are 102 male respondents and 178 female respondents. Since the audience group of intelligent cultural products is relatively young, the younger generation of respondents accounted for a larger proportion. As shown in the table, respondents aged 18-40 accounted for the majority, with a cumulative share of 93.22%. Due to the special attributes of smart fashion cultural products, which belong to the category of cultural products, and the products have intelligent features, the buyers need not exclude fashion, culture and technology, so the proportion of respondents over 56 years old is relatively low.

The test was conducted on the educational qualifications of the sample tested, the research involves a wide range of educational coverage, and the coverage ratio to do roughly even, only undergraduate and postgraduate students are relatively more, and the popularity of national education.

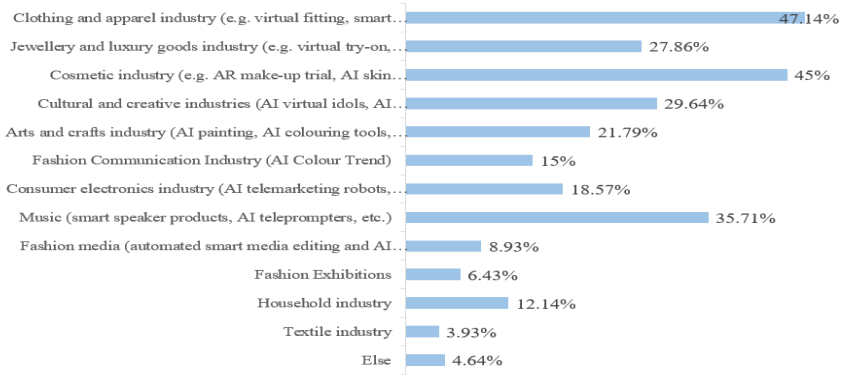
Table 3 Descriptive statistics of basic quantities of the tested sample

Characteristic variable	Clusters	Frequency	Percentage（%）
Gender	Male	102	36.43
	Female	178	63.57
Age	Under 18	4	1.43

Characteristic variable	Clusters	Frequency	Percentage（%）
	18-25	166	59.29
	26-40	95	33.93
	41-55	13	4.64
	Over 56	2	0.71
Educational degree	Senior High School and below	5	1.79
	Associate degree	23	8.21
	Bachelor degree	146	52.14
	Master degree and above	106	37.86
Frequency of access to or use of intelligent cultural products	Once a quarter	121	43.21
	Once a month	78	27.86
	Once a week	45	16.07
	Everyday	36	12.86

Source: The results of the questionnaire were calculated and collated by SPSS soft-ware

Through this research, the frequency of contact or use of intelligent cultural products is dominated by once a quarter, occupying more than 43 per cent, followed by once a month occupying 27.86 per cent, and once a week and once a day are also involved in the type of frequency, as shown in the table.



Source: Based on the results of the questionnaire the authors plotted

Figure 2: Industries involved in respondents' exposure to intelligent fashion and cultural products.

Combined with the collection of information, the questionnaire lists the industries involved in smart cultural products in various industries and their specific products for respondents to choose from, and the final survey results are shown in the figure (Figure 2). The respondents of this research were most exposed to the clothing and apparel industry, accounting for 47.14% of the entire respondent group, followed by the cosmetics industry and the music industry, with 45% and 35.71% respectively. The cultural entrepreneurship industry and industrial art industry also occupied a large proportion.

3.2 Test and Analysis

3.2.1 Reliability test

Questionnaire reliability test, commonly used to judge the consistency between the measurement of the individual items asked, it is generally believed that the Cronbach's alpha value is greater than 0.7, the consistency between the items asked is higher, and the reliability is higher. In addition, if the Cronbach's alpha coefficient of the item has been deleted is greater than the Cronbach's alpha coefficient, the deletion of this questioning item is considered. After the preliminary investigation, the pre-test reliability results of this paper are shown in Table 4.

Table 4 Results of pretest reliability analysis

Variable	Measurement issues	Cronbach's alpha with items deleted	Cronbach'sα
Product value	X1	0.886	0.903
	X2	0.885	
	X3	0.884	
	X4	0.885	
	X5	0.888	
	X6	0.882	
Image value	X7	0.780	0.839
	X8	0.790	
	X9	0.762	
Experiential value	X10	0.839	0.880
	X11	0.841	
	X12	0.842	
	X13	0.865	
Emotional value	X14	0.866	0.892
	X15	0.860	
	X16	0.861	
	X17	0.852	
Conveying ideas	X18	0.840	0.881
	X19	0.866	
	X20	0.850	
	X21	0.833	
Economic value	Y1	0.871	0.900
	Y2	0.881	
	Y3	0.875	
	Y4	0.899	
	Y5	0.866	
Social value	Y6	0.838	0.883
	Y7	0.849	
	Y8	0.853	
	Y9	0.859	
Innovative effects of smart cultural products	Y	0.935	0.935

Source: calculated by SPSS software reliability test

Based on the reference reliability test criteria, the reliability test results of each variable of the study are higher than 0.8, and the results of the questionnaire have high reliability, so the article can continue to verify the reliability of validity.

3.2.2 Validity test

The validity test is mainly based on the KMO value and Bartlett's test, according to the test results to determine whether the questionnaire is suitable for factor analysis. It is generally believed that the KMO value is greater than 0.7, which is very suitable for factor analysis. The results of the validity test are shown in Table 5.

Table 5 Pretest KMO and Bartlett's test

Variable	Question	KMO	Approximate chi-square	df	significance
Customer Perceived Value	Product value	0.893	957.539	15	0.00
	Image value	0.727	335.379	3	0.00
	Experiential value	0.825	586.500	6	0.00
	Emotional value	0.813	654.198	6	0.00
	Conveying ideas	0.836	583.310	6	0.00
Economic value	Economic value	0.886	837.921	10	0.00
Social value	Social value	0.812	594.829	6	0.00

Source: calculated by SPSS software validity test

As can be seen from the table, the KMO values of perceived value, economic value and social value are all greater than 0.7, and the KMO values of the intermediate variables brand satisfaction and loyalty are more than 0.7, and the results of the Bartlett's spherical test are all significant, which indicates that each variable is suitable for factor analysis, as shown in Table 5.

3.2.3 Factor analysis

In order to determine the dimensional relationship between the intrinsic of the article's conceived question items, this paper adopts the principal component factor analysis method. The result of KMO test is 0.962, indicating that it is suitable for factor analysis. After principal component factor analysis, a total of seven factors were extracted and the cumulative variance explained after rotation was 76.206%.

After that the data of this study was rotated using the maximum variance rotation method (varimax) in order to find out the correspondence between the factors and the study items, and finally the non-compliant question items were removed in the following regression analysis.

3.2.4 Correlation analysis

The purpose of correlation analysis is to test whether there is a correlation between two and two of the variables. Commonly used correlation coefficients are Pearson, if the correlation coefficient p is positive, it means that the variables are positively correlated with each other, and vice versa, they are negatively correlated. The larger its absolute value, the stronger the correlation.

Table 6 Pearson correlation between variables

	Innovative effects of smart cultural products	Social value	Economic value
Emotional value	0.742**	0.684**	0.719**
Experiential value	0.773**	0.714**	0.748**
Image value	0.662**	0.663**	0.590**
Product value	0.703**	0.689**	0.641**

* p<0.05 ** p<0.01

Source: calculated by SPSS software correlation test

From the above table(Table 6), it can be seen that the three variables of innovation effect, social value and economic value of intelligent cultural products all show significance with the four items of emotional value, experiential value, image value and product value, and the correlation coefficients are greater than 0, which means that there is a positive correlation between the three variables of innovation effect, social value and economic value of intelligent cultural products and the four items of emotional value, experiential value, image value and product value, respectively. There is a positive correlation between the three variables and the emotional value, experiential value, image value and product value respectively.

3.3 Test and Analysis

The reliability of the questionnaire and the questionnaire items was confirmed in the previous part through the reliability test, followed by the correlation test to check the positive relationship between the variables, which is in line with the content of the research hypothesis. As a result, this paper makes further regression analysis, which is carried out using stepwise regression analysis.

3.3.1 Perceived value to economic value regression analysis

Select the four dimensions of customer perceived value (product value, image value, experience value, emotional value) as the four independent variables, the economic value as the dependent variable for stepwise regression analysis, after the model automatic identification, the final remaining emotional value, experience value, product value a total of three in the model, the R-squared value of 0.605, meaning that the emotional value, experience value, product value can explain the economic value of 60.5% of the reasons for the change in economic value. value of 60.5% of the reason for the change. And the model passes the F-test (F=140.776, p=0.000<0.05), which means that the model is valid. As well as the model formula is:

Economic value = 0.809+0.185*Emotional value + 0.386*Experiential value + 0.236*Product value

Summarising the analysis, it can be seen that emotional value, experiential value, and product value will have a significant positive influence relationship on economic value.

Therefore, H1, H3, H4 are proved and H2 is rejected.

3.3.2 Perceived value to social value regression analysis

Select the four dimensions of customer perceived value (product value, image value, experience value, emotional value) as the four independent variables, social value as the dependent variable

for step-by-step regression analysis, after the model automatic identification, the final remaining emotional value, experience value, image value a total of three items in the model, the R-squared value of 0.604, which means that the emotional value, experience value, image value can explain social value's 60.4% change reason. And the model passes the F-test (F=140.442, p=0.000<0.05), which means that the model is valid. As well as the model formula is:

Social value=0.851+0.163*emotional value+0.319*experiential value+0.327*image value

Summarising the analysis, it can be seen that emotional value, experiential value and image value will have a significant positive influence relationship on social value.

Therefore, H2, H3, H4 are proved and H1 is rejected.

3.3.3 Regression analysis of perceived value on the effect of intelligent cultural products

The four dimensions of customer perceived value (product quality, image value, experience value, emotional value) are selected as the four independent variables, and the effect of intelligent fashion cultural products is analysed as the dependent variable in the step-by-step regression analysis. After the model is automatically identified, a total of three items of emotional value, experiential value, and product value are left in the model, and the R-squared value is 0.669, which means that the emotional value, experiential value, and product value can explain the effect of intelligent cultural product innovation. can explain the reason for 66.9% change in the innovation effect of intelligent cultural products. And the model passes the F test (F=185.674, p=0.000<0.05), indicating that the model is valid. As well as the model formula is:

Intelligent cultural product innovation effect = 0.832+0.163*emotional value + 0.348*experiential value + 0.297*product value.

Summarising the analysis, it can be seen that: emotional value, experiential value and product value will have a significant positive influence relationship on the innovation effect of intelligent cultural products.

Therefore, H1, H3, H4 are proved and H2 is rejected.

3.4 Summary

Firstly, the overall descriptive statistical analysis of the questionnaire was carried out; next, the reliability and validity of the test questionnaire scale was examined, and under the premise of passing the reliability and validity, factor analysis was carried out on each question item to extract the question items of each dimension; then, the correlation analysis was carried out on the variables to preliminarily prove the positive correlation between the dimensions, and lastly, the regression analysis was carried out, and the research hypotheses were verified. The results of the final empirical analysis are shown in the following table (Table 7).

Table 7 Results of empirical analysis

Hypothesis	Hypothetical content	Test results
H1	Product value positively affects economic value;	Valid
H2	Image value positively affects economic value;	Not valid
H3	Experience value positively affects economic value;	Valid
H4	Emotional value positively affects economic value;	Valid

Hypothesis	Hypothetical content	Test results
H5	Conveying ideas positively affects economic value;	Not detected
H6	Product value positively affects social value;	Not valid
H7	Image value positively affects social value;	Valid
H8	Experiential value positively affects social value;	Valid
H9	Emotional value positively affects social values;	Valid
H10	Conveying ideas positively affects social values;	Not detected
H11	Product value positively affects the innovation effect of smart fashion and cultural products;	Valid
H12	Image value positively affects the innovation effect of smart fashion and cultural products;	Not valid
H13	Experience value positively affects the innovation effect of smart fashion and cultural products;	Valid
H14	Emotional value positively affects the innovation effect of smart fashion and cultural products;	Valid
H15	Conveying ideas positively affects the innovation effect of smart fashion and cultural products;	Not detected

Source: Author's summary based on analysis of empirical results.

The regression results are analysed based on three regression analysis models:

The influence of customer perceived value on the economic value generated by smart cultural products is mainly based on the consumer's willingness to pay for the product. From five aspects, respectively, from the characteristics of the product to stimulate consumption, in the face of the same kind of needs of the product, the preference for intelligent products, after the purchase of the willingness to buy the intelligent cultural products or this type of product again, the same quality and high price level, recommend others to buy perspective to reflect the economic benefits directly generated by intelligent cultural products. Among them, the experience value has the greatest influence, the product value is second, the emotional value is the smallest, and the image value did not pass the test.

The influence of customer perceived value on the social value generated by intelligent cultural products, from the intelligent cultural products have a certain social value, set up four questions, three of which are extracted through the principal components of factor analysis, respectively, the form of product carrier expression, the product embodied by the flavor of the times, as well as the products and the public's degree of affinity, to embody the perceived value of the social value generated by the intelligent cultural products from the perspective of these four The degree of influence of the comprehensive evaluation, in which the image value has the greatest influence, followed by the experience value, the emotional value is the greatest, and the product value did not pass the test.

The impact of customer perceived value on the comprehensive evaluation of the innovation effect of intelligent cultural products is analysed on the basis of the superposition of both economic value and social value. Based on the conclusions drawn from the regression model it can be seen that the customer perceived value dimension of experience value has the greatest impact on the evaluation of the innovation effect of intelligent cultural products, followed by product value, and the smallest is the emotional value.

4 Empirical Analysis

4.1 Conclusion

4.1.1 Experience value perspective.

From the empirical analysis, it can be seen that the experience value of intelligent cultural products has the greatest economic value, and has the greatest impact on the comprehensive evaluation of the innovation effect of intelligent cultural products, and the consumers of intelligent cultural products pay more attention to the experience value in the process of using the products, among which, the consumers' "sense of pleasure" and "sense of freshness" in using intelligent cultural products are the most important. The "pleasure" and "freshness" of consumers when using smart cultural products are the economic value they generate; the "convenience" and "being in the scene of intelligence and culture" do not have any influence, probably due to the fact that smart cultural products are in the early stage of development, and the product's quality is not as good as the product's quality, and the product's quality is not as good as the product's quality. The product itself is in the early stage of development, the stability of the product can not make consumers feel enough convenience, and the maturity of the product can not allow consumers to be in a smart and fashionable scenario. Therefore, enterprises need to make greater efforts in the dimension of experience value of smart cultural products.

4.1.2 Product value perspective.

Combined with the results of empirical analyses, product value has a greater impact on economic value, social value, and the comprehensive effect evaluation of products. When consumers consume and use intelligent cultural products, in addition to having requirements on practicality and quality like general products, they also have certain requirements on the fashion, culture and intelligence of their products, which is also the reason why consumers tend to buy intelligent cultural products. Therefore, enterprises to ensure product quality, functionality and other basic functions under the premise of the product's cultural prominence, the degree of intelligence needs to be strengthened attention.

4.1.3 Emotional value perspective.

Through empirical analysis, emotional value has an impact on economic value, social value and the evaluation of the comprehensive effect of the product. Currently, consumers are young, personalised demand and the change of consumption concepts, consumers in the purchase of products or services, not only focus on the price and function of the product, the demand for emotional culture is also becoming stronger. Consumers want to express their own desires, and they hope that the products can meet their emotional and personality display needs, and they also hope that the products can help them get the approval of others, so as to increase self-confidence. From the results of the study, the two questions of "improving self-confidence" and "improving social identity" have been verified, while the questions of "high degree of personalisation", "satisfaction", "high level of satisfaction" and "high level of personalisation" have been verified in the case of smart cultural products. The questions "high degree of personalisation" and "satisfaction" of smart cultural products were not verified. Therefore, smart cultural products do not meet the personalised needs of consumers, and they do not have a higher

degree of satisfaction than general products. These two points are also hereafter the enterprise research and development products need to work on.

4.1.4 Image value perspective.

Combined with the structure of the regression analysis, image value has the greatest impact on the perceived value affecting the social value generated by intelligent cultural products. Image value in the social value of intelligent cultural products is the most direct reflection of the diversity of product expression, the flavor of the times and the degree of closeness to the public. The questionnaire takes "the shop decoration style of the intelligent cultural products has a high degree of differentiation from general shops", "the professionalism of the service personnel of the intelligent cultural products shop is high", "the speciality of the packaging of the intelligent cultural products" as the three questions. " which are the three inquiries to show its image value. Therefore, for the social value of intelligent cultural products on the impact of the image value is must be the focus of corporate attention.

4.2 Research Limitations

This study still has deficiencies in the breadth of the population covered and the research object, the subjectivity of the results and the research variables. In addition to this, this paper in the factor analysis due to the dissemination of the concept of each question item can not meet the principle of factor extraction, so in the next regression analysis failed to verify this indicator, in the future research may be expanded by expanding the sample size to make it to join the regression analysis, test the hypothesis.

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