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Introduction. In the past decade, the amount of new multi-brand lifestyle fashion shops opened has grown more than four times (Galeotto, 2016). Compared to the massive closures of traditional brick-and-mortar stores, the rapid growth of lifestyle fashion shops seems signal that consumers still like in-store shopping but want something different (Chen & Chi, 2017). Lifestyle retailers cater to this demand by creating unique strategy and operations based on target consumers' lifestyle orientation instead of only demographics or promotions (Mehta & Chugan, 2014). Although prior studies investigated the impact of lifestyle retailing on firm performance and the success factors for lifestyle retailing in the context of Western countries (Kacen & Lee, 2002), very few researchers have studied the emerging phenomenon of lifestyle fashion retailing in China where is becoming the largest fashion consumer market in the world (Davidson et al., 2017). To fill the gap in the literature, this research aimed to examine how Chinese consumers' perceived functional and symbolic values of lifestyle fashion stores (i.e., *merchandise quality, price, convenience, emotional value, aesthetic value, and social value*) affect their shopping behaviors (i.e., *repurchase intention, impulse buying, and time spent*).

Literature Review and Research Model. Perceived value is defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p.14). According to Chen and Hu (2010), consumer perceived value (CPV) mainly contains two dimensions: functional value and symbolic value. Functional values were considered as the most crucial factors influencing consumer shopping behaviors because CPV was simply viewed as a trade-off between quality and price (Rintamäki et al., 2006). However, recently more researchers argued that consumers also seek symbolic value (Cho & Lee, 2017). Time spent in store, repurchase intension, and impulse buying were used to measure consumer shopping behaviors (Kivioja, 2017). The demographic variables were included as control factors. Figure 1 illustrates the developed research model including the proposed 18 hypotheses.

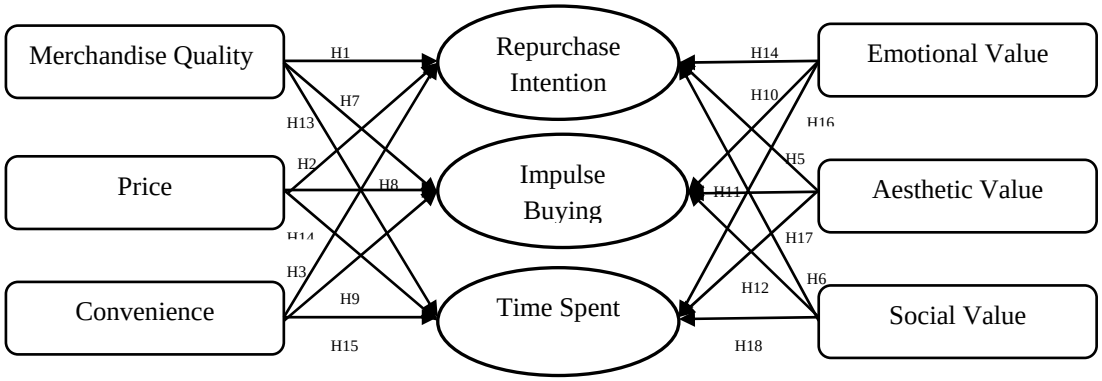

Figure 1. The Proposed Research Model

***Methodology*. T**he perceived value and shopping behavior measures and scales were adapted from prior relevant studies (Mathwick et al., 2002; Rintamäki et al., 2006; Sweeney & Soutar, 2001). The survey instrument was pre-tested with 15 consumers regarding arrangement, wording accuracy and relevance and then finalized for main data collection via wjx.com that is a leading online survey platform in China. 223 eligible responses were gathered for data analysis and hypothesis testing. Unidimensionality, reliability, validity were first tested for proving model adequacy. The statistical assumptions including multivariate normality, multicollinearity, and correlations were examined. Multiple regression method was applied for determining the proposed statistical relationships (hypotheses) using SPSS 24.

Results and Conclusions. Table below presents the testing results of all the hypotheses. Chinese consumer shopping behaviors toward lifestyle fashion stores are not significantly different by demographic variables. For repurchase intention toward lifestyle fashion stores and amount of time spent in lifestyle fashion store, merchandise quality, price, emotional value and aesthetic value are the significant determinants. For impulse buying behavior, price and emotional value play a major role. Consumer perceived values show a good explanatory power for the variances of repurchase intention, impulse buying, and time spent at 55.4%, 49.9%, and 49.4% respectively.

Table 1. Results of Hypothesis Testing

Hyp.		DV	IDV	Std. Coef. (β)	*t*-value	Sig. at $p<$ 0.05	Total R^2	*F*-value (9/213)	Sig. at $p<$ 0.05
		INT	Constant	-	.294	.769	.554	29.35	<.001
H1	**Y**		MQ	.173	2.475	.014			
H2	**Y**		PP	.229	3.479	.001			
H3	N		PC	.036	.661	.509			
H4	**Y**		EV	.189	2.909	.004			
H5	**Y**		AV	.213	3.185	.002			
H6	N		PS	.086	1.310	.192			
		IB	Constant	-	.065	.948	.499	23.55	<.001
H7	N		MQ	.079	1.069	.286			
H8	**Y**		PP	.210	3.012	.003			
H9	N		PC	.024	.419	.676			
H10	**Y**		EV	.310	4.509	<.001			
H11	N		AV	.122	1.726	.086			
H12	N		PS	.130	1.855	.065			
		TS	Constant	-	1.370	.172	.494	25.38	<.001
H13	Y		MQ	.166	2.669	.028			
H14	**Y**		PP	.159	2.076	.039			
H15	N		PC	.010	.154	.878			
H16	**Y**		EV	.163	2.162	.032			
H17	**Y**		AV	.162	2.086	.038			
H18	N		PS	.141	1.836	.068			

Note: Y- Hypothesis supported; N- Hypothesis not supported; INT = Repurchase Intention, IB=Impulse Buying, TS= Time Spent. MQ= Merchandise Quality, EV= Emotional Value, AV= Aesthetic Value, PV= Price Value, CV= Convenience Value, SV= Social Value. Std. Coef. = Standardized Coefficient. DV=Dependent variable. IDV= Independent variable.

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