



“Gheorghe Asachi” Technical University of Iasi, Romania



OLFACTORY EFFECT ON LANDSCAPE PREFERENCE

Jingwei Zhao*, Yidan Huang, Hui Wu, Baoying Lin

School of Arts and Design, China University of Mining and Technology, Xuzhou, China

Abstract

Landscape preference is a result of multi-sensory input. However, the effect of interactions between multi-sensors on it is rarely involved in previous works, especially in olfactory effect on landscape preference. This research project selected three odors (flower of *Osmanthus fragrans* (FO), flower of *Lilium longiflorum* (FL), and sediment on riverbed (SR)) and ten photographs to explore the effect of odor-photograph combinations on landscape preference. The evaluation by undergraduate students demonstrates that, generally speaking, above three odors can increase landscape preference, separately visual beauty or separately olfactory preference keeps a weak influence on olfactory effect on landscape preference. Results of regression analysis suggest that, in a landscape, decreasing “open space” can increase the FO’s and FL’s effect on landscape preference significantly, while increasing “percentage of area covered by grass” and decreasing “water amount” can enhance the olfactory effect of SR.

Key words: landscape design, landscape preference, olfaction, visual character

Received: September, 2013; Revised final: August, 2014; Accepted: August, 2014; Published in final edited form: June 2018

* Author to whom all correspondence should be addressed: e-mail: 852683076@qq.com; Phone: 08613013976075; Fax: 086051683591999