

Comparing people' s visiting preferences for Chinese autumn-colored landscapes based on color preference evaluations in China, Japan, and Indonesia

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1. Introduction

Many researchers have reported that people' s color preferences differ owing to geography, culture, and traditions, but few have paid attention to climate conditions and color changing processes produced by climate change. In this study, we attempt to uncover people' s differing color preferences in different climate zones (temperate and tropic), and compare people' s visiting preference based on a color preference evaluation. Autumn-colored landscapes were selected as our research object because they are unique to temperate zones, which witness the shedding of leaves from deciduous trees. The expected results are as follows: 1) viewing experiences influence people' s color preferences; 2) and tropical-zone dwellers prefer colored scenery more than temperate-zone dwellers.

2. Study Methods

In this study, we chose five famous Chinese autumn-colored landscapes and developed three photos that showed the color changing process in each spot. Firstly, we asked about respondents' viewing experiences of autumn-colored landscapes, and then respondents were required to choose their preferred photo. Finally, they were asked to add content that described the photo (such as landscape type, attraction point, psychological feelings, etc).

3. Results and Considerations

A total of 105 respondents participated in this study (35 from each country). All respondents were students (from undergrads to doctoral students) to ensure they had a similar background. The results revealed that Indonesian respondents most preferred colored scenery, while respondents from China and Japan almost had the same result—they did not have very strong preferences for colored scenery.

Keywords: color preference, visiting preference, autumn colored landscape, coloring changing process, cross-national study