

ABSTRACT

One object of the present invention is to provide a hearing test provision system capable of causing a person who has decreased hearing ability to be aware of the state in a natural way and, in consequence, capable of promoting the sale of hearing aids. The
5 present invention contains a product presenting unit that presents products, an operating unit with which a product is selected from products presented on the product presenting unit, a database that records hearing aid affinity information which indicates affinity between a product selected by the operating unit and a hearing aid, a determining unit that
10 determines whether to perform a hearing test on the basis of at least the hearing aid affinity information, and a hearing test conducting unit that conducts a hearing test on the basis of a determination result from the determining unit.