O APLICAŢIE A BENTON VISUAL RETENTION TEST ÎN CERCETĂRI DE MERCHANDISING PRIVIND MĂRCILE DE PRODUSE LACTATE

AN APPLICATION OF THE BENTON VISUAL RETENTION TEST IN THE MERCHANDISING RESEARCH OF MILK PRODUCTS BRANDS

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Abstract: Applying the Benton Visual Retention Test By (BVRT) in a sample of 100 subjects from urban areas, in trademarks of dairy products, it has evaluated the relationship between the development of the perception and visual memory and the age, time spent subjects shelf positioning at shelf products, thus obtaining a classification of products. The results show that the store's own brand of milk recorded big sales only at certain times, customers are turning to private labels of other stores; despite the existence promotions, customers decide to pay attention sometimes without the mark, even when the promotion comes from the favorite brand.

Keywords: BVRT, merchandising, milk product, perception