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**Abstract:** Different from the practical observation, where those collecting the information have a passive role, the marketing experiment implies their effective intervention upon some (independent) variables. The aim is to see what happens next to other (dependent) ones. In other words, the experiment is a method of researching the cause-effect relations (named causality relations) which exist between different marketing stimuli (prices changes, publicity spots, distribution channels, payment techniques).

Thus, the marketing experiment represents a set of operations, made within a very well defined environment and (somehow) under control. It will purposefully and repeatedly determine some changes of the influencing factors (causes).

Generally speaking, a market experiment aims at two fundamental objectives:

- to discover the causality relation between different marketing variables (if these ones have not been yet discovered and identified);
- to measure the effect (exclusively) that a change of some independent variables (explicative ones) has made upon some dependent marketing variables.

For a better illustration of such kind of information, it is necessary that the marketing experiment should be systematically and recurrently carried out and at the same time, the same working conditions should be maintained. Although the environment conditions are excluded, the obtained results should normally be identical.

Marketing experiments appear under different forms according to the environment in which they are accomplished, according to the objective they follow and according to the number of independent variables they operate with.