



PERCEPTION MARKETING: HOW MARKET SATURATION INFLUENCES CREATIVITY AND THE FORMAT OF CONSUMER COMMUNICATION

Liudmyla Voloshko

ORCID: <https://orcid.org/0009-0000-5387-5300>

Founder and Head of Marketing at Lucy Match Marketing, USA

Abstract. *The article examines how perception marketing adapts to the challenges of market saturation, influencing creativity and formats of consumer communication. The goal of the study is to explore how companies can effectively leverage creative approaches to maintain customer loyalty in situations where traditional methods of market share expansion become less effective due to stable consumer volumes and limited growth potential. The research employed general scientific methods, including critical literature analysis, focusing on perception marketing, consumer behavior, and the specifics of saturated markets. The findings indicate that perception marketing relies on building a positive brand image that takes into account the unique features of saturated markets. These markets are characterized by two key factors: first, the number of consumers cannot significantly increase, and second, substantial growth in per capita consumption is practically impossible. This creates additional challenges for companies, as traditional methods of market share growth lose their effectiveness, pushing businesses to seek alternative approaches to gain customer loyalty. In such conditions, creativity becomes critically important for developing competitive strategies. Modern approaches to creativity involve not only innovative product development but also new communication formats that allow brands to engage more deeply with their audiences. Personalized and interactive formats, transparency in communication, high levels of service, and an omnichannel approach become essential tools for creating a unique customer experience. These strategies enable companies not only to adapt to saturated market conditions but also to actively shape their development, fostering long-term relationships with consumers. The practical significance of this study lies in the potential to develop effective marketing strategies aimed at increasing customer loyalty even in stable, saturated markets.*

Keywords: *perception marketing, creativity, communication, loyalty, saturated markets.*

Introduction

Marketing today is not just the science of sales. It is a comprehensive approach that includes not only strategy development but also the building of long-term customer relationships. Depending on the type of market, the nature of the product or service, its degree of novelty, and consumers' readiness to accept it, marketing approaches can vary significantly. Market saturation, in particular, plays a critical role, as it determines how easy or difficult it will be to capture the attention of potential buyers.

In 2025, a key focus in marketing strategies has become the emphasis on communication and personalized customer interactions. However, this task becomes significantly more challenging when the market is already saturated with products that have become commonplace for consumers. In such conditions, it is increasingly



difficult for manufacturers to stand out from competitors and convince customers of the advantages of their products. This is where creative managers play a crucial role, tasked with making the most effective use of all available tools, technologies, and creative approaches to develop unique solutions that capture consumer attention.

This scientific article focuses on analyzing how creativity, through personalized communications and approaches, can influence the formation of marketing strategies and change the perception of products in saturated markets.

Literature Review

The topic of perception marketing is still underexplored in the academic literature. Therefore, the sources used in this study primarily focus on related aspects, such as market saturation, creativity, and consumer behavior. Research on market saturation includes works by authors like B. Y. Chung [5], who compares diffusion models in saturated mobile phone markets, and S. G. Lee [8], who offers an analytical approach to studying customer churn effects in such markets. These studies provide context for understanding how market constraints influence marketing strategies.

Creativity has been explored by researchers like T. Amabile [2], who developed a foundational model of creativity and innovation in organizations as early as 1988, and M. Csikszentmihalyi [7], who examines the psychological aspects of the creative process. These authors explore not only individual but also organizational factors influencing creativity, which is crucial for understanding how marketing messages are perceived in modern contexts.

Special attention should be given to studies directly related to perception marketing, such as the work by A. V. Annunziata [3], which analyzes consumer perception of functional products, providing insights into how consumers evaluate new products in saturated market conditions. Another notable work is by A. Singh-Bisht [10], which examines perception marketing as a critical direction for the future development of the industry, emphasizing the importance of creating emotional connections with consumers.

In addition to academic publications, this study also draws on expert literature, including analytical articles in contemporary publications that highlight current aspects



of marketing strategies in highly competitive markets. Despite the substantial amount of available material, there is still a lack of systematic research on perception marketing, highlighting the need for further in-depth analysis of this topic.

Purpose of the article

The purpose of the article is to demonstrate how the use of creative approaches can change customer attitudes toward products that have long been present in the market. The main novelty of this work lies in the systematization of modern scientific approaches, which by 2025 emphasize personalization more than innovation, representing a significant shift compared to previous marketing strategies.

Research results

Perception marketing is a relatively new but increasingly studied concept in academic circles, especially in the context of saturated markets and growing competition for consumer attention and loyalty [10]. Scientific interest in this concept is driven by the need to understand how brand perception influences consumer behavior and purchasing decisions in environments with high information availability and company specialization.

This marketing approach focuses on creating, managing, and maintaining positive brand perception among consumers, considering the specifics of saturated markets [3]. It emphasizes not only overall brand loyalty but also how a company is perceived within specific product categories. For example, consumers may prefer Apple smartphones for their perceived innovation and ecosystem integration, while choosing Samsung tablets for their technical features and flexibility. Another example is Tesla, which effectively uses perception marketing to position itself as a leader in the electric vehicle segment, emphasizing qualities like sustainability, innovation, and advanced technology [10].

Perception marketing is influenced by a range of factors, many of which are closely linked to innovation, information, and communication. These factors are summarized in Table 1.

On different markets for goods and services, perception marketing develops its own unique characteristics. This approach becomes particularly significant in saturated



markets, where it takes on new features and greater strategic importance. This is primarily due to the nature of saturated markets themselves. According to J. Baker [4], a market is a set of goods and services available within a specific region, meaning it is limited by regional boundaries and specific competitive conditions. A saturated market is one where consumers have access to a wide range of products with similar features and benefits that fully satisfy their basic needs. As demand gradually decreases in such environments, competition intensifies, and available products and services quickly become outdated, requiring companies to adopt new communication formats and creative strategies to retain consumer attention [9].

Table 1 - Factors influencing perception marketing

Factor	Description and example
Information availability	Consumers can easily compare products (e.g., Apple vs Samsung).
Specialization and innovation	Tesla focuses on the electric vehicle segment, continuously improving its products.
Consumer selectivity	Buyers evaluate brands by category: Nike for sports, Dell for laptops.
Quality and consistency	Nike maintains a positive perception through consistent product quality.
Communication strategies	Apple creates effective marketing campaigns that reinforce its premium image.
Social proof	Tesla actively leverages positive user reviews to build trust.
Adoption of cutting-edge technologies	Brands like IKEA and Apple use AR/VR to enhance perceptions of innovation.
Brand authenticity	Consumers prefer brands perceived as honest and transparent, like Patagonia.

Note: systematized by the author based on source [10]

Market saturation, as an economic and marketing phenomenon, has been widely studied by various researchers. For instance, F. Colbert [6] highlights that a key feature of saturated markets is the excessive number of products and services with similar attributes, prices, and consumer benefits, fully meeting the needs of buyers. J. K. Puspa [9] points out that the continuous growth in supply and expansion of product assortments lead to increasingly unpredictable and diffuse consumer behavior patterns. This, in turn, creates new dynamics in consumer choice, which are often unrelated to the price or quality of the products themselves.

According to J. K. Puspa [9], a saturated market has two defining characteristics:



1. The market has a well-established and stable consumer base that does not significantly change over time;

2. There is little potential for substantial growth in per capita consumption, as basic needs have already reached their maximum level of satisfaction.

As noted by S. G. Lee [8], an example of such a saturated market is the South Korean mobile phone market, which currently has a penetration rate exceeding 100%. B. Y. Chung [5] emphasizes that in these conditions, acquiring new customers is no longer the primary goal for companies. Instead, marketing and technology strategies shift toward repositioning and “switching” consumers, forming new values, and reshaping their perceptions. According to B. Afoakwah [1], the “consumer switching” strategy is a mechanism for generating new demand, encouraging customers to rethink their attitudes and perceptions of specific products or services.

Several researchers have developed specialized models to explain and predict consumer behavior and product diffusion in saturated markets. For example, S. G. Lee [8] provides a detailed analysis of the churn effect model, which focuses on customer retention rather than acquisition in saturated market conditions. This model emphasizes identifying the reasons consumers switch to other brands, allowing companies to create personalized marketing solutions aimed at reducing churn by strengthening loyalty and maintaining stable customer relationships.

Another widely known model is the Lotka-Volterra model, originally developed in ecology but later adapted to analyze competitive dynamics in markets. This model compares companies to ecological systems, where some brands act as “predators” and others as “prey.” In saturated markets, this interaction reflects competitive dynamics, where aggressive marketing by one company inevitably reduces the market share of its competitors, enabling the development of strategies that focus on outmaneuvering or avoiding direct confrontation with competitors [5].

The Bass diffusion model is another well-established approach for describing the spread of products and innovations. It examines the diffusion of new products through interactions between two types of consumers: innovators, who are the first to adopt a new product, and imitators, who base their decisions on the behavior of the previous



group. In the context of saturated markets, this model helps companies predict the rate at which new products will be accepted, assess market potential, and develop marketing strategies targeting early adopters and opinion leaders [8].

However, these models have certain limitations, as they often lack a strong focus on competition. To address this, Chung et al. [5] developed an extended version of the Lotka-Volterra model for three companies, which, despite its constraints, provides a better understanding of competition. In this case, competitive products or services are created through creativity.

Creativity is defined as the process of generating new, original, and useful ideas or solutions aimed at addressing specific problems or tasks, encompassing both the idea generation phase and its practical implementation [2]. According to T. Amabile, creativity is a critical component of modern organizational activities, as it ensures adaptability to rapid changes in the external environment, enhances organizational flexibility, and drives continuous exploration of new approaches to product and service development [2].

Creativity becomes particularly important in saturated markets, where a wide variety of products and services already meet consumers' basic needs, and competition primarily relies on intangible factors such as brand, image, uniqueness, and added value [6]. In situations where supply significantly exceeds demand, creative ideas allow companies to develop new competitive advantages that are difficult or impossible for competitors to replicate. As a result, organizations are forced to invest in developing the creative abilities of their employees to ensure the emergence of innovative products and services that stand out in the market [7].

Creativity in the business environment is defined by the interaction between individual characteristics and conceptual skills of employees. Individual traits include personal abilities, motivation, values, and work experience, while conceptual skills involve a set of processes aimed at product and service creation and the implementation of organizational change [2]. The interaction of these components directly affects the quality of organizational processes and overall business efficiency. Employee creative



behavior, therefore, plays a central role in this cycle, as it activates the use of both individual traits and conceptual skills, encouraging continuous innovation.

It is important to note that the creative process significantly depends on the effectiveness of the earlier stages – developing individual skills and conceptual abilities. In this context, success factors play a critical role, acting as driving forces for creative behavior and innovative development [2]. These factors are shaped under the significant influence of individual characteristics and conceptual skills. Under external pressures, the need for success, and the availability of necessary resources and a supportive socio-technical environment, employees become more actively involved in creative processes [7]. This creates a positive feedback loop: creative behavior reinforces individual skills and enhances an organization's overall ability to achieve defined competitiveness criteria.

The ability to generate innovative ideas and implement them allows companies to quickly adapt to changing market conditions, stay ahead of competitors with unique solutions and offerings, and meet previously unrecognized or hidden consumer needs. Through creativity, companies can differentiate their products and services, avoiding direct price competition, which is especially important in saturated markets where traditional marketing approaches lose their effectiveness [5,9]. Accordingly, the active use of creative strategies allows businesses not only to maintain their market positions but also to significantly strengthen their overall competitiveness.

Table 2 - Impact of creativity on business competitiveness

Direction of impact	Impact characteristics	Change in customer communication format
Product differentiation	Creation of unique offerings that are difficult to replicate	Personalized advertising campaigns, individualized approach
Brand value enhancement	Building emotional connections, increasing loyalty	Use of storytelling, interactive formats
Process optimization	Cost reduction, faster service	Transparent communication, improved customer service
Adaptation to change	Flexibility in adjusting business models	Implementation of digital communication channels, omnichannel approach
Unique customer experience	Providing memorable experiences	Creation of conceptual spaces, innovative design

Note: systematized by the author based on [5, 9]



Innovative solutions enable the creation of products and services that are difficult to replicate, reducing the risk of direct imitation by competitors. This can include original flavor combinations, innovative design, or a unique approach to customer service. Additionally, a creative approach can involve optimizing operational processes, reducing costs, and speeding up service. This not only improves economic efficiency but also enhances overall customer satisfaction. Creativity also allows businesses to be more flexible in rapidly changing market conditions, quickly responding to new trends and shifting consumer preferences. This ensures high adaptability and the ability to maintain competitive positions even under increasing pressure from other market players.

Creativity also helps build emotional connections with customers, strengthening their loyalty to the brand. Effective use of storytelling, personalized service, and unconventional marketing solutions create stronger brand associations, positively impacting brand recognition and image.

Conclusions

Perception marketing relies on maintaining a positive brand image, considering the unique features of saturated markets. Such markets have two key characteristics: first, the number of consumers cannot significantly increase, and second, it is practically impossible to substantially raise per capita consumption levels. This means that companies must find alternative ways to attract and retain customer loyalty, as traditional methods of market share expansion become less effective.

In these conditions, creativity plays a crucial role in building competitive strategies. Modern creativity goes beyond simply developing innovative products and includes new approaches to consumer communication. It enables brands to work in a more personalized manner, adapting their offerings to the specific needs of different customer groups, creating individualized experiences. The use of interactive formats, transparent communication, enhanced service, and omnichannel approaches helps businesses stand out among competitors, creating a unique customer experience.

Thus, creativity becomes not just a tool for developing new products and services, but also an effective means of building long-term customer relationships. It enables



companies not only to respond to market changes but also to actively shape these changes, creating unique competitive advantages even in the most saturated markets.

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