



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY

GREATER NOIDA

THE MARKETINAR- 2022

Impact of Influencer Marketing on Behavioral Intentions of Millennials (Gen Y) & Centennials (Gen Z)

Taking the legacy of annual marketing seminar forward, Army Institute of Management & Technology organized The Marketinar 2022 on the topic “**Impact of Influencer Marketing on Behavioral Intentions of Millennials (Gen Y) & Centennials (Gen Z)**” on 19th February 2022, Saturday.

The COVID-19 pandemic and subsequent stay-at-home directives have wreaked havoc on all facets of life around the world, most notably our interactions with the internet and social media platforms. People are spending more time online than ever before, working, and attending school from home, and video chatting with friends and family. Marketers and businesses have been compelled to adapt to a new normal, and as a result, their brand communication and marketing mix has switched to digital methods.

Over the last few years, the field of marketing has evolved at a breakneck pace. Companies and even the government are seeking innovative marketing strategies to reach out to consumers. Innovation marketing believes in the dynamics of the business world that are changing on a regular basis and so are the marketing strategies. One of the innovative marketing techniques that can help marketers to attract more customers within limited marketing budgets is Influencer Marketing. Nowadays, many brands are investing a significant amount of time and resources into executing successful influencer marketing campaigns. The increased usage of social media, which most influencers utilize as a platform to engage with their audience, has greatly contributed to this development. It is a subject that marketers can't afford to ignore because of its high return on investment and potential.

Many people believe that influencer marketing is a bubble that will not last long and burst. So, to delve deeper upon this AIMT has organized this seminar. The aim of the seminar is to study the shift in traditional ways of marketing to influencer marketing during this period. As well as, the potential future implications, in order to assist businesses in developing effective marketing strategies to reach the right customers at the right time.

The virtual seminar began with shloka recitation followed by welcome address by Air Cmde (Dr.) JK Sahu, Director, AIMT. The introductory address was presented by **Maj Gen Alok Kacker, COS Delhi Area**, highlighting the **Impact of Influencer marketing on Behavioral Intentions of Millennials (Gen Y) & Centennials (Gen Z)**.

Inaugural Session: Impact of Influencer marketing on Behavioral Intentions of Millennials (Gen Y) & Centennials (Gen Z)

Taking the session forward the **Honorable Guest of Marketinar Mr. Randhir Singh Kalsi, Member Executive Board - Maruti Suzuki India Ltd** wherein he expressed that **there will be increasing complexity in consumer purchasing decisions**. In his address he highlighted that nowadays consumers use all kinds of media to make shopping decisions from YouTube to Facebook and it's becoming increasingly harder to put the people that buy certain products into a box than it used to be. He concluded by emphasizing the impact of Influencer marketing on behavioral intentions.

Chief Guest of the Marketinar Mr. Rakesh Srivastava, Managing Director- Nissan Motor Company emphasized that Influencer marketing is prevalent in firm strategies, yet little is known about the factors that drive success of online brand engagement at different stages of the consumer purchase funnel. That's the way marketing practitioners may consider partnering with different influencer depending on their influencer marketing campaigns' specific goals and take advantage of different influencer depending on whether marketers want to create more buzz about corporate initiatives or publicize products just launched

Our next keynote speaker, Ms. Meghna Krishna, Chief Revenue Officer- Toch.ai, in her address, emphasized that in the contemporary globalized markets, opinion leaders play vital role in the process of the purchasing decision-making of consumers.

Mr. Harish Sharma, Vice President- Sales- Pinkvilla, in his thematic address, emphasized that during these times that brands need to be especially considerate about what and how they are communicating to customers, partners and stakeholders.

Air Cmde (Dr.) JK Sahu, Director AIMT proposed the vote of thanks.

Session I: Role of Influencers and their Impact on the Functioning of the Contemporary Online Promotional Campaign

The Marketinar proceeded with the first technical with an address by Session chair, **Mr. Praveen Kumar, Sales & Marketing Head- Creation Infoways Pvt. Ltd.**), who shed light on the role of influencers and their impact on the functioning of the contemporary online promotional campaign.

The first speaker for the session was **Mr. Saurabh Vig, CEO- Areesz Gandhi Studio**, highlighted that Consumers tend to trust content and recommendations from influencers, as they are seen as a third party, unbiased source and this can have an impact on people buying your products or services.

The last speaker of the session, **Mr. Nivedith Gajapathy, Founder & CEO- GV MediaTech, Chief Travelling Officer-Macro Travelle**, highlighted the importance of influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities.

The first technical session was concluded with a Q&A round and vote of thanks by Dr. Anubhav Varma, Academic Head-AIMT

Session II: Do the Gen Y and Gen Z respond to Influencer Marketing Campaigns the same way?

The second session of the captivating seminar started with the address by Session Chair **Mr. Jitendra Rajaram Verma, Head Academics/ Co-founder Persec Research**. He emphasized on Influencers should be a key part of your Gen Z marketing strategy if your brand wants to break through the digital noise, differentiate your brand from competitors, and authentically build connections and trust with Gen Z audiences where they are.

The first speaker of the session was **Mr. Sakib Bazaz, Senior Brand Manager- Airtel**

He highlighted that by understanding what differentiates Gen Z and Millennial audiences, the greater chance you have to increase customer loyalty, drive sales, and build an engaged community.

The second speaker of the session was **Ms. Aishwarya Kandpal, Creative Lead- 91mobiles** who emphasized on the Impact of Influencers in consumer decision process.

The next speaker of the session was **Mr. Viraj Sheth, Co-Founder & CEO- Monk Entertainment** who emphasized on mapping the Influence of Influencer Marketing

The session was summed up with a Q&A round and vote of thanks by Dr. Pallavi Bhardwaj.

VALEDICTORY SESSION

The astute Marketinar concluded with the valedictory session.

The Guest of Honor, **Mr. Sanjay Mehrotra, Senior Vice President (Marketing) Prism Johnson Limited** highlighted the factors of influencer's credibility such as trustworthiness, expertise and attractiveness and its impact on the purchase intention of the consumers.

Chief guest of the session, **Col (Retd) Rajnish Kapur, Chief Operating Officer (Grey), JK Cement Ltd.**, pointed out the importance of partnering with influencers that allows you to gain the trust of their audience. In the long time, this is the perfect tool to grow an army of loyal brand advocates. It aids you to amplify brand awareness and earn more revenue.

The conclave concluded with the vote of thanks proposed by Ms. Arshiya, CTPO, AIMT).

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Welcome Address



**Air Cmde
(Dr.) Jayant Kumar Sahu (Retd.)
Director AIMT**

AIMT Director - 10

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Introductory Address



**Maj Gen Alok Kacker
COS HQ Delhi Area
Chairman AIMT**

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