



Program

On

Critical Thinking: Understanding the Consumer Behaviour
Psychology

18-07-2025

Organised by

FoLS

Faculty of Liberal Arts

ATMIYA University, Rajkot

Speaker

Mr. Amar Giri

Faculty's Co-Ordinator

Dr. Jitendra Ahekar



**ATMIYA
UNIVERSITY**
Rajkot, Gujarat - INDIA



CRITICAL THINKING

*Understanding the consumer
behaviour psychology*

Resource Person

MR. AMAR GIRI

Professor management & Strategy



Organised by

Faculty of Liberal Studies, Atmiya University, Rajkot

Date: 18th July 2025

Time: 9.50am to 10.50am

Venue: Psychology Lab

Program Details

1. Activity Information

Title of Activity: Critical Thinking: Understanding the Consumer Behaviour Psychology

Level of Activity/Event: University

Activity Schedule: 18-07-2025 (Friday)

Venue: Psychology Lab, Atmiya University

Resource Person: Mr. Amar Giri

Designation: Professor – Management & Strategy

Activity Coordinator: Faculty of Liberal Studies

Total No. of Participants: 9

Details of Participants: Students of Liberal Studies

2. Outcomes

The session helped students understand the role of critical thinking in analyzing consumer behaviour and decision-making processes. Participants learned how psychological factors influence purchasing choices and how strategic thinking can be applied in marketing and management contexts. The resource person emphasized the integration of analytical reasoning with empathy to better understand consumer motivations and patterns.

3. Activity Details

The Faculty of Liberal Studies, Atmiya University, Rajkot, organized an interactive expert session titled “Critical Thinking: Understanding the Consumer Behaviour Psychology.”

The session took place on 18th July 2025 (Friday) from 9:50 A.M. to 10:50 A.M. at the Psychology Lab.

Mr. Amar Giri, Professor of Management & Strategy, shared valuable insights on the psychological underpinnings of consumer decisions. The discussion highlighted the connection between critical thinking and effective business strategies, offering students practical tools to assess consumer behaviour in real-world contexts. The session encouraged students to approach marketing and management challenges with analytical curiosity and evidence-based reasoning.

4. Gallery

