



# **Program**

On

## **Critical Thinking: Understanding the Consumer Behaviour Psychology**

18-07-2025

### **Organised by**

FoS

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: 18<sup>th</sup> 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

