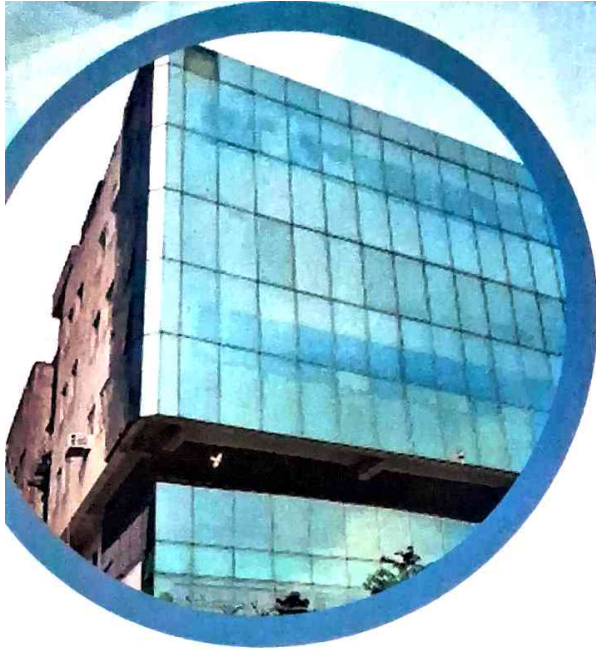


**PROCEEDINGS OF
4TH INTERNATIONAL STUDENTS' CONFERENCE
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MARKET SPACE (ISC-IEM), 2026**

Editors:

**Prof. (Dr.) Dibyendu Chattaraj
Prof. (Dr.) Saikat Chakrabarti
Prof. (Dr.) Shweta Kishore
Prof. (Dr.) Soumik Gangopadhyay**



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Prof. Dr. Sankar Chakrabarti

Prof. Dr. Shantanu Kumar

Prof. Dr. Ananta Kumar Das

Publication Team

Prof. Ananta Kumar Das

Prof. Dr. Suresh Chandra Chakrabarti

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Publication Team:

Prof. Kamalika Dasgupta

Prof. Doyel Mukherjee Prodhan



Taurean Publications

108/1A, Bidhan Nagar Road (Ultadanga)
Kolkata - 700067

M: +91 8240535650, 9681434521, 9123681983

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**INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(ISC-IEM 2026)**

13TH – 15TH March, 2026

About the Conference (ISC-IEM 2026)

The **International Students' Conference on Innovation, Entrepreneurship & Market Space** serves as a dynamic nexus where aspiring young student researchers and academic leaders come together to redefine the future of business. The forum is designed to bridge the gap between theoretical research and real-world application, offering a platform for students to present ground breaking ideas in technology, social enterprise, and sustainable market strategies. By fostering a culture of "thinking outside the box," the conference facilitates networking and mentorship, empowering participants to navigate the complexities of modern global markets. It is not just an academic gathering; it is a catalyst for turning high-potential concepts into scalable ventures that address the economic and social challenges of the 21st century.

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Understanding Purchase Triggers in Quick Commerce: A Study of Recommendation and Timing Strategies

Joysri Datta¹, Aditi Gupta², Adrija Sen³, Aindrilla Mitra⁴, Ankita Sarkar⁵

The rapid expansion of Quick Commerce (Q-commerce) has changed digital retail by prioritizing speed, convenience and data-driven personalization. The study involves an investigation of key factors that affect purchase triggers in Q commerce, highlighting time-based promotion and data-driven recommended strategies, along with the exploration of the consumer understanding speed and urgency influenced purchase decision. Drawing on existing research in AI-enabled personalization, impulse buying behaviour and psychological triggers such as scarcity, urgency and fear of missing out (FOMO). Satisfaction levels are significantly higher among Q commerce users highlighting its increasing appeal in the digital market place. The paper studies how real-time suggestions and limited-time offers triggers purchase decisions of customers. Previous studies shows that ultra-fast delivery improves customer satisfaction and increases people to use the platform. Factors like usefulness, trust and convenience significantly drive repeat purchases. By linking ideas from different areas like technology, psychology and marketing, this study explains how targeted recommendations and time-based offers trigger consumer decision-making in Q-commerce.

Keywords: AI-Driven Recommendations, Quick commerce, Purchase Triggers, Data-Driven Marketing, Timing Strategies.

1. Assistant Professor, Department of Business Administration, Institute of Engineering & Management, University of Engineering & Management, Kolkata, India, Corresponding Author, E-mail: joysri.dutta@iem.edu.in
2. 2, 3, 4 & 5 Student, Department of Business Administration, Institute of Engineering and Management, Kolkata