

Building an e-commerce website for selling cars for the VietAuto showroom integrated with an AI chatbot.

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Abstract: In the context of the rapidly growing automotive market, building an e-commerce website for selling cars at the VietAuto showroom with an integrated AI chatbot aims to meet the demand for fast and convenient online shopping. The project's objective is to design and deploy this system to optimize transaction processes, improve customer experience, and enhance business efficiency. The research method combines theory with experimentation to evaluate the operational features of the AI chatbot in an e-commerce environment. The expected result is an intelligent technology application solution that brings significant benefits to both the showroom and customers, contributing to the digitalization trend of the automotive industry in Vietnam.

Keywords: E-commerce website, AI Chatbot, Automobiles, VietAuto Showroom, Digital Technology