

Research and development of an online cosmetics sales website integrated with an AI chatbot for customer consultation support.

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Abstract: In the context of increasingly popular online business, this study focuses on developing an e-commerce web system specializing in cosmetics. The system will integrate AI chatbot technology to provide intelligent customer consultation services. The project aims to address the problem of improving service quality and sales performance in the online cosmetics business industry. The research methodology combines business administration theory, web development, and artificial intelligence. The expected results will bring great value to both businesses and customers by optimizing the online shopping experience.

Keywords: Online cosmetics sales website, AI chatbot, customer consultation, business administration, artificial intelligence