

Developing an online cosmetics sales website integrated with an AI chatbot for product consultation and customer support.

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Abstract: In the context of an increasingly competitive cosmetics market, developing an online retail website integrated with an AI chatbot for product consultation and customer support has become an unavoidable trend. This topic aims to build a versatile system to meet the needs of users and businesses. The research method combines theory with experimentation, focusing on deploying an AI chatbot within the website interface. The expected result is a useful solution that enhances customer experience while improving business performance.

Keywords: AI chatbot, online cosmetics, retail website, customer support, consultation system