

Building an e-commerce website selling household appliances integrated with a chatbot for purchase consultation.

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Abstract: In the context of increasing demand for online shopping, this topic focuses on building an e-commerce website system specializing in household appliances and integrating a consulting chatbot to provide information support for customers. The objective of the research is to create a technical solution that improves the online shopping experience while enhancing the business efficiency of enterprises. The approach includes studying theories on e-commerce website and chatbot development combined with designing, building, and testing the actual system. The significance of the topic lies in contributing to the development of artificial intelligence applications in the field of online business while improving customer service quality.

Keywords: E-commerce website, shopping consultation chatbot, smart technology, household appliances, customer experience