

Building an e-commerce website for TX Shop in Thai Nguyen integrating a consultation and customer support Chatbot.

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Abstract: This topic focuses on building an e-commerce system for the TX Shop store in Thai Nguyen, while integrating a Chatbot to improve customer experience. The research context addresses the rapid development of e-commerce and the increasing demand for service quality from businesses. The project's objective is to design and deploy an e-commerce website along with a consulting Chatbot that provides 24/7 customer support. The research methodology applies a combined approach of theory and experimentation to ensure effectiveness and practical application. The expected outcome of this project is to provide a comprehensive solution for TX Shop to enhance customer experience, while contributing to the development of local e-commerce.

Keywords: e-commerce, Chatbot, e-commerce, Consulting Chatbot, Thai Nguyen