ChatGPT Integration in Shopping Sites

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Abstract*: This research paper explores the integration of ChatGPT, an advanced language model, in shopping sites to enhance user experience and customer engagement. By incorporating ChatGPT into online platforms, businesses can provide personalized customer support, and tailored product recommendations, and improve overall satisfaction. The paper investigates benefits, challenges, and ethical considerations, offering valuable insights for leveraging conversational AI technology in e-commerce*

Keywords: ChatGPT

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609

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