

ChatGPT launches new shopping research feature: smarter, more personalized.

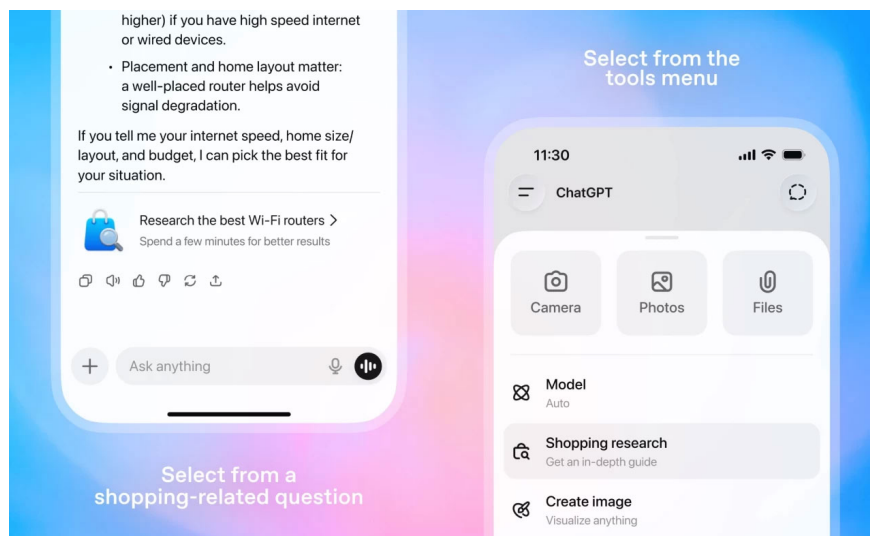
OpenAI introduces a shopping research feature in ChatGPT, using GPT-5 mini to analyze products, ask clarifying questions about needs, and generate detailed shopping reports for all users.

ChatGPT has already been chosen by hundreds of millions of users to search, compare, and better understand products before buying. Users often have to consider many factors such as needs, budget, and personal preferences to find the most suitable item. Today, OpenAI officially introduces a completely new shopping experience in ChatGPT, designed to help users make more effective decisions.

This feature is powered by a **mini GPT-5** variant trained with reinforcement learning specifically for purchasing tasks. According to OpenAI, the new model is capable of reading reputable sources, synthesizing and filtering information to generate high-quality product research reports.

Notably, ChatGPT not only provides information but also changes the way users discover products. During the research process, the chatbot proactively asks questions about needs, habits, and key criteria to better understand what users want. This approach is particularly effective in product categories with many parameters, such as electronics, beauty, home and garden, kitchenware and household goods, or sports and outdoor equipment.

For simple questions, such as whether a product supports a particular feature, the standard ChatGPT response is still the quickest option. However, if comparisons, trade-offs, or in-depth analysis are needed, users should choose the '**shopping research**' mode, as this feature will take a few minutes to compile a more detailed and comprehensive answer.



In terms of usage, users simply ask a question about any product. If ChatGPT detects that the question requires further research, the system will automatically suggest switching to shopping mode. Users can also manually activate this feature in the expanded menu. Once activated, a new, intuitive interface will appear, allowing for conversation, feedback, and refinement of results. ChatGPT will also ask about budget, desired features, and other factors.

If users enable ChatGPT memory, this experience becomes even more highly personalized. For example, when a gamer asks about laptops, ChatGPT will prioritize finding gaming laptop models right from the start.

The shopping research feature is rolling out today on both the web and mobile apps for logged-in users. OpenAI is allowing all plans—from Free, Go, Plus to Pro—to use it virtually unlimitedly during the holiday season. For ChatGPT Pro users, the feature is also available in ChatGPT Pulse, where it can automatically generate personalized shopping guides based on chat history.

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