

How to use ChatGPT to compare and shop for products directly within the app.

Instructions on how to use ChatGPT to compare and shop for products directly within the app.

OpenAI is transforming ChatGPT into an in-app shopping platform. Users will soon be able to **search, compare, and purchase products directly within the chat** without having to switch to another website.

This is a new trend in the tech industry as companies try to integrate shopping into AI applications. Google has been experimenting with direct purchases in AI Mode, while Samsung allows users to purchase products from images in their photo library.

To make this a reality, OpenAI introduced **the Agentic Commerce Protocol** —a new protocol that allows e-commerce sites to directly connect their product inventory to ChatGPT. This enables AI to provide realistic product suggestions instead of just general advice as before.

So how do you take advantage of this feature? Here's a detailed guide.

1. Ask ChatGPT like a shopping expert.

Previously, when you asked ChatGPT about a product, you would usually receive general suggestions like whether to choose a large screen or a long-lasting battery. But with the new feature, you can ask **extremely specific questions** .

For example, instead of asking:

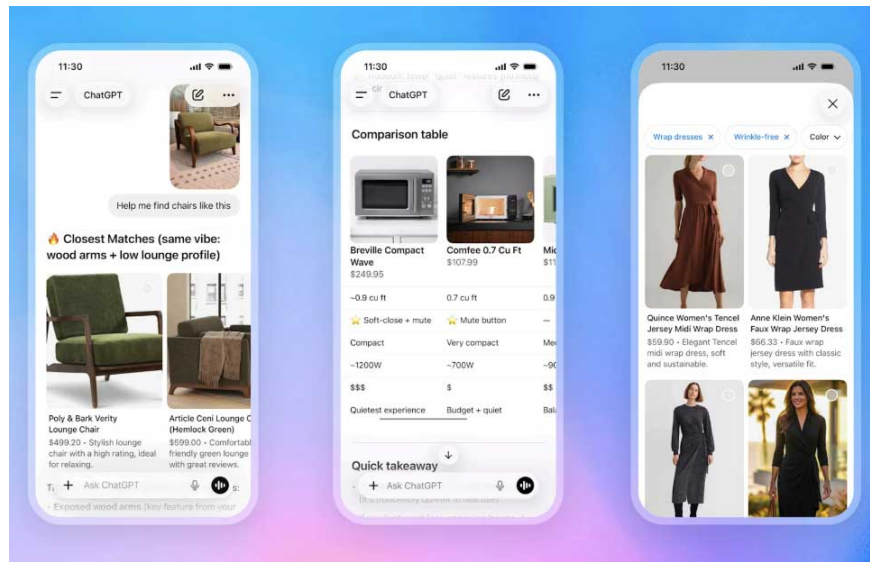
"Which headphones are good?"

You might ask:

1. "Good noise-canceling headphones under 5 million VND"
2. "Thin and lightweight laptops for office workers under 20 million VND"
3. "Bluetooth speaker with long battery life, waterproof, suitable for outdoor use"

ChatGPT will return **a list of specific products** , along with price information, features, and comparisons. This saves you a lot of time when searching for products.

2. Compare multiple products in the same conversation.



One of the strongest points of the new feature is the ability **to compare products directly** .

You can request ChatGPT:

1. Compare 3 products
2. Compare by price
3. Comparison by features
4. Comparison based on usage needs

For example:

"Comparing the 3 best noise-canceling headphones under 5 million VND"

ChatGPT will create a comparison table including:

1. Price
2. Battery
3. Noise reduction
4. Sound quality
5. Advantages and disadvantages

This is like having a personal shopping assistant.

3. Ask more detailed questions to find the most suitable product.

After ChatGPT provides suggestions, you can ask further questions to filter products.

For example:

1. "Which one has the longest battery life?"
2. "Which one is suitable for air travel?"
3. "Which one offers the best value for money?"

ChatGPT will continue to analyze and help you narrow down your options. The great thing is you can ask questions repeatedly within the same conversation.

4. Purchase products directly within ChatGPT

The new feature also allows users **to purchase products directly within the app** .

After you select a product, ChatGPT will be able to display purchase options, price comparisons, and suggestions on where to buy it. This eliminates the need to open multiple tabs as before.

5. Utilize ChatGPT to find the best deals.

Additionally, you can also use ChatGPT to find deals:

For example:

1. "Best gaming laptops under 25 million VND"
2. "Bose headphones are on sale at the best price right now."
3. "The best phone to buy this month"

ChatGPT will help you find products that fit your budget.

Why did OpenAI integrate shopping into ChatGPT?

One of the major goals of AI companies today is **to keep users in their apps for as long as possible** .

OpenAI is developing a "super app" that integrates multiple services. Adding shopping functionality is a crucial step in this strategy.

The new shopping feature could also create a **new form of e-commerce SEO** , as stores want their products to appear in ChatGPT.

OpenAI announced that the shopping feature will be rolled out this week to Free, Go, Plus, and Pro users. This means that most users will be able to experience the new feature.

With its new features, ChatGPT is not just a chatbot but is becoming **a personal shopping assistant** . You can find products, compare prices, ask for advice, and even buy directly. All of this happens within a single conversation.

AI is changing the way we shop — and ChatGPT could be one of the leading platforms in this trend.

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