

Meta AI is testing a shopping assistant, directly competing with ChatGPT and Gemini.

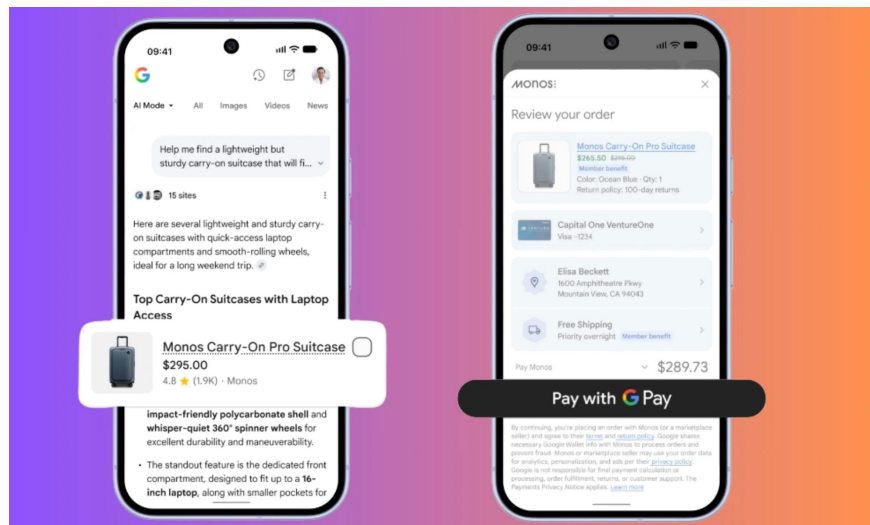
Meta AI is testing product recommendation and direct shopping features within its chatbot, competing with ChatGPT, Gemini, and other e-commerce AI platforms.

Meta is testing a new feature that could turn its AI chatbot into a personal shopping assistant. According to Bloomberg, the company is deploying a shopping research tool within Meta AI, allowing the chatbot to suggest products when users request advice.

Currently, this feature is being tested with a select group of users in the US who access Meta AI via web browser. When asked about product ideas, the chatbot will display results in a carousel containing various items.

Each product listing includes an image, brand name, price, and a link to the retailer's website. Users can click on the link to be redirected to the corresponding e-commerce page and continue their shopping.

This move puts Meta in direct competition with rivals such as OpenAI's ChatGPT and Google's Gemini, platforms that are also looking to integrate AI with online shopping experiences.



Meta AI aims to become a personal 'shopping guide'.

Meta's strategy focuses heavily on personalization. The company leverages readily available user data, such as geographic location and presumed gender, to refine product recommendations.

In Bloomberg's experiment, when asked for suggestions for puffer jackets, the chatbot provided options relevant to the user's New York location and primarily displayed products for women.

Meta's foray into AI shopping comes as many other chatbots are also pursuing similar directions. ChatGPT has already provided Shopping Research tools to help users search for and compare products.

ChatGPT and Gemini are simultaneously expanding the ability to shop directly within the chat framework through integrations with retailers such as Walmart and Sam's Club. OpenAI is also developing a direct payment feature within ChatGPT via PayPal.

On Google's side, the company is building its own payment system for Gemini. The Universal Checkout platform allows users to log into retailers' websites or pay with Google Pay directly from the AI interface.

Other AI assistants are also joining the trend. Amazon has upgraded Alexa+ with conversational shopping capabilities through partners like Expedia and Yelp. Microsoft is also testing Copilot Checkout so users can select items and pay without leaving the chat window.

Where does Meta make money from?

Meta has not yet confirmed whether the company receives a commission when users click on retailer links. The company also did not disclose whether products from advertisers on Facebook or Instagram are given priority in display.

However, Meta's long-term direction is quite clear. Mark Zuckerberg has shared that the company wants to build a 'personal superintelligence' capable of delivering deeply personalized experiences for each user. Shopping recommendations could be one of the first steps in realizing this vision.

The AI race is now not just about answering questions better, but is expanding to directly impact consumer behavior. And if AI becomes the new 'gateway' to e-commerce, the position of chatbots will change dramatically in the near future.

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