# ChatGPT unveils personalised shopping recommendations with images and reviews



Online shoppers are anticipating significant changes in their shopping experiences with the introduction of new personalised product recommendation features via ChatGPT, developed by OpenAI. This innovation is set to enhance the way consumers navigate online marketplaces by providing tailored suggestions complete with images, reviews, and direct links to external shopping platforms.

The features are designed to automatically display “shopping buttons” for both registered and non-registered users, marking a notable advancement from existing search functionalities. Currently, users often turn to ChatGPT for recommendations regarding home, beauty, and technology products, as noted by WIRED.

While ChatGPT will not facilitate in-chat transactions, users will be directed to retail websites to complete their purchases. This functionality aims to mirror the experience offered by services like Google Shopping, presenting clickable images that lead users to various retailer options. However, it differentiates itself by claiming to avoid reliance on sponsored advertisements; instead, product recommendations will draw from diverse online sources, including well-known publications and user-generated content from platforms such as Reddit.

OpenAI has secured agreements with select companies, including Conde Nast and the Financial Times, to use their content for product recommendations. Yet, other publications have opted not to enter into similar partnerships, and OpenAI has faced multiple lawsuits, including one from The New York Times, concerning alleged copyright infringements.

Traditionally, ChatGPT faced limitations in accessing real-time data from the internet, restricting its ability to provide up-to-date information on current events or the latest reviews. This situation changed with an update in 2023, which allowed the software to connect with the web for real-time updates. Nonetheless, the platform has encountered scrutiny regarding its susceptibility to disseminating misinformation and inaccuracies.

In addition, concerns have been raised about the environmental implications of the technology, specifically regarding the substantial energy and water resources required to sustain data centres that support AI operations.

OpenAI introduced the initial version of ChatGPT in 2022, with CEO Sam Altman at the helm. As these developments unfold, the landscape of online shopping could be transformed, offering consumers a more streamlined and personalised experience.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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