I asked ChatGPT, Gemini,
Perplexity and Claude
the same 10 shopping questions.

40 answers · one day · verbatim · the pattern:

The GPTs favor the giants.

55% of first recommendations went to three companies.
Zero went to a small brand.

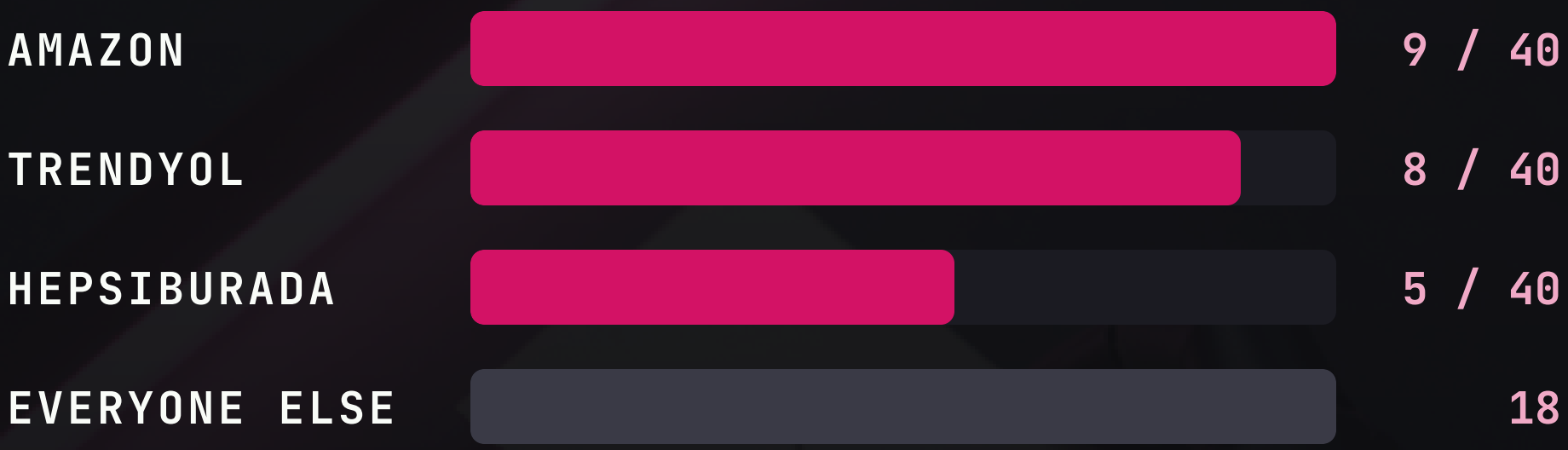
Four lords, ten questions.

CHATGPT web search on · logged-in account	10 runs
GEMINI Flash · logged-in account	10 runs
PERPLEXITY Auto mode · anonymous	10 runs
CLAUDE Sonnet · logged-in account	10 runs

> **10 fixed Turkish questions** — shoes, electronics, installments, baby products, buying from abroad… Fresh chat every run. Answers captured verbatim, never edited.

Fixed questions before the first answer existed.

22 of 40 went to three names.



> The other 18 first mentions? **Every single one is an established chain** — ebebek, Watsons, Teknosa, MediaMarkt, FLO, a comparison engine. Zero long-tail brands.

55% to the giants. 0% to the long tail.

Giants fall. Chains rise.

SHOES Perplexity's pick — the only run Trendyol lost	FLO
COSMETICS Watsons vs Sephora — nobody else enters	2 names
BABY PRODUCTS the uncontested fief	ebebek 4/4
BUYING FROM ABROAD the other unanimous question	Amazon 4/4

When a giant loses, another chain takes the spot.
A newcomer never does.

They disagree — among themselves.

Only **2 of 10 questions** got a unanimous answer. The same shoe question, four assistants:

CHATGPT · CLAUDE marketplace reflex	Trendyol
PERPLEXITY retail chain	FLO
GEMINI niche sneaker shops	SneaksUp & co

The lords fight each other.
The gate stays shut for outsiders.

The ledger lies.

EVKUR defunct — yet recommended with 24-month installments	dead · cited
GITTIGIDIYOR the deleted vassal	0 / 40
CUSTOMS RULE 3 assistants: 30€ exemption ended · Gemini: it stands, source: Reddit	3–1 split

One dead vassal collects rent.
Another is erased from the book.

Rank is dead. Favor remains.

80% of answers cite sources — and still recommend whoever the model remembers. Your Google rank buys you nothing here. Search engine keywords earned you a slot on a list. An assistant's memory grants you a seat at the gate.

You don't compete for rank anymore.
You compete for favor.

THE RULING · SAVE THIS SLIDE

What brands can do.

OWN A CATEGORY OUTRIGHT
the one fief nobody contests
ebebek 4/4

FEED THE COMPARISON ENGINES
Akakçe took 4 first mentions — the only non-retailer at the gate
get listed

BE THE SOURCE THEY CITE
32 of 40 answers cited sources
publish data

MEASURE YOUR VISIBILITY
this pilot: one person, one day, 40 runs
monthly

Your next competitor isn't a brand.
It's what the model remembers.