Developing the Thai Xem Do Personal Review Channel on TikTok

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***Abstract*—This undergraduate thesis develops Thai Xem Do, a personal TikTok channel for short reviews of decor and household items in Thai Nguyen. The student defines a simple, authentic presentation style, plans a posting workflow, produces sample videos, and reads the platform analytics of three early clips. Detailed result passages report approximately 1,549, 1,209, and 648 views for those clips, with uneven engagement and only limited new followers. Elsewhere the manuscript gives slightly different values for two of the same clips, so the figures are treated as approximate snapshots. The work does not provide confirmed affiliate orders, revenue, or a controlled comparison of video techniques. This summary presents the channel and its initial content evidence without converting reach into a claim of business success.**

***Index Terms*—TikTok, personal brand, product reviews, short video, affiliate marketing**

I. Introduction

Personal review channels can connect product demonstrations to viewers interested in home decor. The thesis asks how a new creator can define a recognizable TikTok identity, publish practical product videos, and examine early response. Thai Xem Do is treated as a single-channel development case. Its evidence concerns a few published clips and their platform signals, not a mature affiliate business or a representative audience study [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student defined channel positioning and a planned content sequence, then prepared scripts, recorded or edited short review videos, published them, and inspected TikTok analytics. The report discusses hooks, product demonstration, captions, and calls to action. Chapter 4 analyzes three illustrative clips with views, likes, comments, follower additions, and retention observations. This summary uses rounded figures because the source's overview and clip-level paragraphs disagree slightly on two view counts. It does not infer a conversion rate without linked-click and order records [1].

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III. Results

The clip-level passages report about 1.5 thousand, 1.2 thousand, and 0.6 thousand views for three reviewed videos. The first clip is shown with 108 likes, eight comments, and two new followers; the second with 111 likes and three comments but no reported new followers; the third with 56 likes and three comments. The manuscript notes that a higher view count did not always mean better retention or follower acquisition. Other passages list 1,548 rather than 1,549 views for the first video and 643 rather than 648 for the third; this summary therefore avoids false single-view precision [1].

IV. Discussion

The first videos show that the creator produced and distributed content and received some engagement. The differences among three clips are too small and uncontrolled to establish which hook, caption, or product format works best. A view is not a follower, an affiliate click, or a sale. The thesis itself notes uneven performance and limited follower growth. Later work could use a longer, dated series with consistent observation windows, retention curves, product-link clicks, and confirmed orders. Earlier ICTU fashion e-commerce and sales-channel projects supply local context, while marketing books provide broader principles [1].

V. Conclusion

Thai Xem Do was launched as a personal TikTok review channel and three early videos were examined. The source supports a descriptive account of reach and engagement, with minor inconsistencies in exact view counts. Longer observation and transaction evidence are required before assessing affiliate revenue or durable brand development [1].

References

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