A Personal TikTok Channel for Fashion Affiliate Marketing: The Shima Case

Đặng Tùng Dương
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student681@ictu.edu.vn

***Abstract*—This undergraduate thesis documents the construction and early operation of Shima, a personal TikTok channel for fashion affiliate marketing. From 20 March to 22 May 2026, the author reports publishing 45 short videos and observing more than 25,000 channel views, approximately 1,000 followers, 1,700 likes, over 50 comments, and 22 completed TikTok Shop orders with gross merchandise value of VND 2.7 million. The workflow uses personal filming and generative AI tools for scripts, voice, imagery, and editing. The source claims that these tools reduced production time by 50%, but gives no timed comparison or controlled baseline. Channel analytics and shop records are described in the manuscript; independent verification and attribution of orders to specific tools are unavailable. This summary reports the implementation and author-reported outcomes while treating efficiency and conversion claims as exploratory rather than causal evidence.**

***Index Terms*—TikTok, fashion, affiliate marketing, short video, generative AI**

I. Introduction

Fashion affiliate creators use short videos to show clothing combinations and link interested viewers to a shop listing. The thesis examines how one student could establish a personal TikTok channel with limited capital and a repeatable production schedule. It focuses on positioning, video production, organic reach, and affiliate orders. The single-channel case can document feasibility and early activity, but it cannot isolate the effect of any particular AI tool or content technique [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 built the Shima channel, selected affordable fashion products, planned a hook–problem–solution–call-to-action script format, filmed or assembled short videos, and linked affiliate products where applicable. AI services supported some scripts, simulated imagery, voices, captions, and editing. The thesis defines an observation window of 20 March to 22 May 2026 and cites TikTok Studio and TikTok Shop Seller Center for views, engagement, followers, and completed orders. It does not present a matched non-AI workflow, post-level attribution for all orders, a measured time-use series, or an independent export of the platform data [1].

Supervisor: Trần Nhuận Kiên, Thai Nguyen University of Information and Communication Technology (tnkien@ictu.edu.vn).

III. Results

The manuscript reports 45 published videos during the observation period, more than 25,000 views, approximately 1,000 followers, 1,700 likes, and over 50 comments. It says that TikTok Shop recorded 22 completed orders and VND 2.7 million in gross merchandise value. These are channel totals, not per-video conversion estimates. The author also estimates a 50% reduction in post-production time when using AI aids, but the report has no timed baseline to substantiate the magnitude. The figures establish an author-reported early activity record; they do not establish net profit or a causal impact of AI [1].

IV. Discussion

The case illustrates a low-cost way to create a fashion affiliate channel and keep up a regular publication schedule. Views and followers show reach, while completed orders show that some commercial activity was reported. The manuscript does not state the full traffic denominator for each linked item, commission ledger, acquisition costs, or a control period. Therefore gross merchandise value cannot be read as creator income, and the reported time saving remains an estimate. The author also identifies changing platform reach and artifacts in AI-generated clothing imagery and voice as limitations. Later work should preserve dated analytics exports and time logs, separate organic from promoted traffic, and trace each product link to confirmed orders [1].

V. Conclusion

The Shima channel was established and produced a documented series of fashion videos, audience interactions, and reported affiliate orders in a two-month period. The thesis is useful as an implementation case; claims of efficiency gain and causal conversion improvement require stronger measurement [1].

References

[1] Đặng Tùng Dương, "A Personal TikTok Channel for Fashion Affiliate Marketing: The Shima Case," internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2026.

[2] D. Chaffey and F. Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, 7th ed. Pearson, 2019.

[3] P. Kotler, H. Kartajaya, and I. Setiawan, Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017, ISBN 9781119341208.
[4] T. L. Tuten and M. R. Solomon, Social Media Marketing, 3rd ed. SAGE, 2017.
[5] Mai Anh Nam, ”Development of a Sales Linkage Model between Traditional Websites, Social Media, and E-commerce Platforms,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2022.
[6] Trần Duy Nam, ”Construction of an Online Shopping Website for Makima Fashion Store with a Korean Style,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2023.
[7] Kiều Hoàng Phúc, ”Construction of an Online Clothing Store Website Using Reactjs for Hoang Minh Store,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2023.
[8] Nguyễn Văn Thuận, ”Construction of an Introduction and Clothing Sales Website for Duy Shop in Thai Nguyen,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.
[9] Lê Văn Tỉnh, ”Construction of an Online Clothing Sales Website for Trang Vu Clothing,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.
[10] Lô Khánh Hòa, ”Construction of an Online Clothing Store Website for Ilike Store,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.
[11] NGUYỄN ANH TÚ, ”Development of a Multi-Platform Fashion Retail Management App for ColaShop on Google AppSheet Framework,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2024.