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| Student ID | : | Name Surname |
| Thesis Title | : | xxx |
| Program | : | Master of Digital Business |
| Thesis Advisor | : | xxx |
| Thesis Co-Advisor | : | xxx |

**Abstract**

An abstract is a brief summary of a research thesis, including objectives, scope, methods, research results and recommendations. The length of the abstract is not over 1 page (A4). In the first paragraph, indicate the purpose, scope and method of conducting research.

And the second paragraph describes the research results and recommendations. An English abstract must have its equivalent Thai abstracts with language translation fully verified.

(Total 362 pages)

Keywords: Marketing, Sponsor Electrolyte Drink, Consumer, Communication