The Influence of Social Media Marketing Elements on Brand Loyalty Mediated by Customer Brand Engagement: Case Study of ASUS Laptop Users

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ABSTRACT

This study was conducted to determine the influence of social media marketing elements, namely entertainment, interaction, customisation, electronic word of mouth (E-WOM), and trendiness on brand loyalty mediated by customer brand engagement on Asus laptops. This research was conducted on Universitas Negeri Semarang students with a sample of 396 students. The sampling method used was purposive sampling, which is a sample based on certain criteria, namely students who use Asus laptops. The data collected has been analyzed using structural equation modelling-Partial Least Square (SEM-PLS) with SmartPLS 4 software. The results of the study concluded that entertainment such as increasing Asus laptop video / image content attractively and E-WOM invites consumers to increase their desire to provide information about their experience in using Asus laptops, entertainment and E-WOM have a significant effect on customer brand engagement and customer brand engagement has a significant effect on brand loyalty, for example such as increasing consumer happiness when using Asus laptops by providing the right specifications, attractive appearance, and features that make it easier to use Asus laptops. While interaction, customisation, trendiness do not have a significant effect on customer brand engagement.

1 Introduction

In the era of Industry 4.0, global business is increasingly competitive with technology playing an increasingly large role. However, what is attracting attention is the digital and information technology-based sector, which has a strong market share. Rapid progress has occurred in business innovation, especially in digital information technology such as mobile phones, laptops, and computers, which are now the needs of the community. The Covid-19 pandemic over the past two years has forced companies to create new innovations to maintain their revenue and resume production (Farhat et al., 2021).

The impact of the Covid-19 pandemic has greatly accelerated technological progress. Almost all aspects of life, from school to business, are now conducted online. Students and workers are utilizing laptops for online work, which means the demand for laptops is getting higher. At the end of 2020, about 64 million laptop units were shipped worldwide, according to Canalys data (Media Indonesia, 2022). The pandemic has also encouraged companies to invest in work from home in the long term (Laily, 2021).

In the Indonesian laptop market, there are five dominant brands. Based on the Top Brand Index (TBI) 2022, the title of top brand is determined by three parameters: brand awareness, recent use, and repurchase intent. Acer ranked first with TBI rising from 26% in 2021 to 27.1% in 2022. Asus

dropped from second place with a drop in TBI from 27.9% in 2021 to 24.8% in 2022, which Acer overtook. Lenovo ranked third with 10.3%, Apple ranked fourth with 11%, and HP came in last with 6% (Angelia, 2022). Fierce competition in the laptop market occurs due to the stock of chip components reported to be scarce which has an impact on increasing laptop prices (Evandio, 2021).

Laptops are now an important device in carrying out various community activities. In the development of technology and the internet, marketing trends are towards social media. People are increasingly abandoning conventional marketing methods and expanding their views to the digital realm. Digital Marketing is a form of marketing activity that uses digital media, especially the internet. It also involves the use of social media platforms through digital marketing (Sulaksono & Zakaria, 2020). People can connect and share information in many forms, including videos, photos, documents, text, and more. This has changed the role of the audience from being just a receiver of information to being at the same time a maker of information. According to Ismail (2015), Social media is defined as a group of internet applications built based on a certain ideology. Web 2.0 technology bases are used to create and share content that will or has already been generated and disseminated.

Carr dan Hayes (2015) suggests that social media is an internet-based platform that allows users to interact and present themselves, either directly or indirectly, to a wide audience. It encourages the creation of user-generated content and the perception of interaction with others. Social media marketing is a merger between the concepts of social media and marketing (Kaplan & Haenlein, 2010). The success of social media marketing can be measured through customer brand engagement. This engagement is a psychological state that arises from customers' interactive and collaborative experiences with brands (Hollebeek et al., 2014). Marketing strategies through social media are used to convey information about the brand as well as manage interactions with customers (Solem & Pedersen, 2016).

Brand loyalty is a strong commitment for buyers to consistently choose products or services from a brand. This can be influenced by marketing efforts that change consumer behavior (Altulkar, 2020). Brand loyalty grows when a new product is launched, as seen from buyers who maintain a relationship with the brand because they own a product from that brand or because of a desire to have.

Students and university students are significant consumers in the laptop market, due to the use of laptops in the learning process. A survey of 88 Semarang State University students showed that the majority used Asus laptops. Given the shift in TBI in 2022, where Acer topped the rankings, research on the influence of social media marketing on brand loyalty mediated by customer brand engagement on UNNES students using Asus laptops is relevant.

2   Research Framework

Research on the influence of social media marketing has been widely conducted. Indicators to measure social media marketing include entertainment, customisation, interaction, electronic word of mouth, trendiness (Cheung et al., 2019; Cheung et al., 2020; Cheung et al., 2021; Cheung et al., 2021; Godey et al., 2016; Koay et al., 2022; Santos et al., 2022). Social media marketing, namely entertainment, is an effort to create an experience that customers consider pleasant when using social media platforms (Cheung et al., 2020), Second customisation refers to the level of designing services, marketing efforts, and messages to satisfy a consumer's personal preferences (Godey et al., 2016), Interactive social media platforms encourage communication between brands and consumers, influencing positive perceptions of brands (Ismail, 2015), The fourth Electronic Word of Mouth (E-WOM) is communication carried out by potential customers about products or company brands that use social media platforms. E-WOM level increases the extent to which consumers exchange, disseminate and upload information using social media (Kudeshia & Kumar, 2017) last trendiness is the extent to which brand information is updated, the latest information, the latest information and trendy. Consumers for search and obtain product-related information through social media platforms (Ashley & Tuten, 2015). Elements in social media marketing are thought to affect customer brand engagement. Customer brand engagement is a level of motivation for consumers that is based on brand and thinking that depends on contextual characteristics, certain stages that interact directly namely cognitive, emotional, and consumer behavior (Hollebeek et al., 2014). The variable customer brand engagement is thought to affect brand loyalty. Amalina (2016) states that brand loyalty is a measure of customer engagement to a brand. Based on the explanation of social media marketing

variables, customer brand engagement, and brand loyalty, the hypotheses proposed in this study are as follows:

H1: There is a significant influence between the entertainment variable and customer brand engagement variable.

H2: There is an influence of customisation variables on customer brand engagement variables

H3: There is an influence of interaction variables on customer brand engagement variables

H4: There is a significant influence between the E-WOM variable and the customer brand engagement variable

H5: There is a significant influence between social media marketing variables and customer brand engagement variables

H6: There is a significant influence between the customer brand engagement variable and brand loyalty variable.

3   Research Method

3.1 Sampling

According to Sugiyono (2016) sampling technique is a sampling technique. In this study, the sampling technique used was purposive sampling, which is a sample based on certain criteria. This research was carried out with data collection techniques through the distribution of questionnaires to UNNES students who had Asus laptops as many as 396 students. This data collection will be carried out from May 9 to June 5, 2023. Respondent who filled in were 18-25 years old and still active in college.

3.2 Research Instrument

This research instrument uses a questionnaire that is divided into two parts and arranged in Indonesian. The first part of the questionnaire is the demographic profile of the respondents, which includes several questions such as email address, gender, education level, age, province, and also one question related to the use of the application (frequency of use). The second section contains indicator statements about the quality of recommendations, trus tworthiness and loyalty. Details can be seen in Appendix 1. While in this study using measurements with 5 (five) Likert scale points. Five alternative answers to each question, ranging from strongly disagreeing with value 1 (one), disagreeing with value 2 (two), neutral with value 3 (three), agreeing with value 4 (four), to strongly agree with value 5 (five).

3.3 Data Analysis

The analysis technique in this used path analysis, wich is an analytical technique applied to quantitative research using the structural equation modelling-partial least square (SEM-PLS) method. SEM analysis using PLS is carried out in two stages, namely structural model evaluation (outer model) and measurement model evaluation (inner model) (Burda & Teuteberg, 2014). According to Ghozali (2017) path analysis is an extended multiple linier analysis model to measure the relationship between predefined variables. In path analysis, the interrelation between variables is associated with the size of the version indicated by the path diagram (Ferdinand, 2015).

4   Results and Discussion

4.1 Identify the Headings

Based on data from 396 respondents who filled out the questionnaire, the number of respondents in this study was 149 men or 37.63%, while women were 247 people or 62.37% of respondents. The majority of respondents in this study were women. The average age between 18 to 25 years and is dominated by the age of 20 is 31.82%. The year of the UNNES student class that filled in was dominated by the Class of 2020 as much as 35.35%. The UNNES student faculty that dominated in filling out this questionnaire was the Faculty of Natural Sciences and Mathematics as many as 213 responders or 53.79%. The demographic profile is shown in Table 1.

Table 1. Demograpihcs information

Variable	Number	%
Gender		
Male	149	37.63
Female	247	62.37
Age		
18	17	3.79
19	72	17.93
20	121	31.82
21	116	29.04
22	59	14.65
23	9	2.02
24	2	0.51
25	1	0.25
Classy		
2019	94	24.49
2020	141	35.35
2021	109	27.27
2022	52	12.88
Faculty		
Faculty of Language and Art	36	9.09
Faculty of Mathematics and Natural Sciences	213	53.79
faculty of Economics and Business	28	7.07
Faculty of Education and Psychology	26	6.57
Faculty of Social Science	19	4.80
Faculty of Sport Science	16	4.04
Faculty of Law	19	4.80
Faculty of Engineering	39	9.85

4.2 Outer Model

Outer model tests are also called measurement models. A correlation can be said to satisfy convergent validity if it has an outer loading value greater than 0.7 (Hair *et al.*, 2017). The convergent validity in this study went through three stages of calculation because there were several indicators whose outer loading value was less than 0.7. Table 2 presents the final calculation of convergent validity on all indicators.

Table 2. Final Calculation of Convergent Validity

	BL	CBE	C	E-WOM	E	I	T	Information
A1		0.813						Valid
A2		0.851						Valid
A3		0.814						Valid
C2			0.707					Valid
C3			0.811					Valid
C5			0.794					Valid
CP1		0.773						Valid
CP2		0.820						Valid
CP3		0.788						Valid
E1					0.834			Valid
E2					0.814			Valid
E4					0.757			Valid
EWOM1				0.868				Valid
EWOM2				0.805				Valid
EWOM3				0.839				Valid
I1						0.768		Valid
I2						0.817		Valid
I3						0.735		Valid
I4						0.828		Valid
KP1	0.765							Valid
MK1	0.779							Valid
MK2	0.802							Valid
MP1	0.859							Valid
MP2	0.851							Valid
PP2	0.750							Valid
PP3	0.808							Valid
PP4	0.774							Valid
T1							0.843	Valid
T2							0.880	Valid
T3							0.827	Valid

It can be seen that all manifest variables have outer loading above 0.7 then it can be stated that convergent validity is declared valid. In the first stage of calculation, several indicators are known, namely AC1, AC4, E3, KP2, KP3, MK3, and PP1. In the second and third stages of calculation, there are several indicators whose values are less than outer loading, namely AC2, AC3, and C1.

Next, the calculation will be carried out, namely discriminant validity will show that a variable is unique and capture differences that do not exist in other variables in the model. The outer loading of each indicator in each variable must be greater than the other variables. The results of cross-loading can be seen in Table 3.

Table 3. Discriminant Validity

	BL	CBE	C	E-WOM	E	I	T	Information
A1	0.709	0.813	0.373	0.362	0.408	0.338	0.391	Valid
A2	0.686	0.851	0.443	0.48	0.481	0.362	0.413	Valid
A3	0.658	0.814	0.357	0.43	0.451	0.305	0.349	Valid
C2	0.279	0.255	0.707	0.285	0.426	0.52	0.41	Valid
C3	0.337	0.354	0.811	0.355	0.55	0.459	0.496	Valid
C5	0.43	0.394	0.794	0.509	0.497	0.454	0.447	Valid
CP1	0.679	0.773	0.288	0.396	0.309	0.259	0.272	Valid
CP2	0.687	0.82	0.318	0.418	0.342	0.308	0.314	Valid
CP3	0.629	0.788	0.366	0.439	0.38	0.33	0.367	Valid
E1	0.415	0.422	0.494	0.412	0.834	0.403	0.457	Valid
E2	0.36	0.39	0.521	0.339	0.814	0.364	0.506	Valid
E4	0.317	0.364	0.529	0.325	0.757	0.426	0.447	Valid
EWOM1	0.507	0.484	0.461	0.868	0.398	0.427	0.324	Valid

	BL	**CBE**	**C**	**E-WOM**	**E**	**I**	**T**	**Information**
EWOM2	0.461	0.408	0.359	0.805	0.329	0.354	0.281	Valid
EWOM3	0.467	0.408	0.462	0.839	0.399	0.454	0.387	Valid
I1	0.325	0.308	0.463	0.327	0.366	0.768	0.406	Valid
I2	0.287	0.291	0.478	0.374	0.357	0.817	0.392	Valid
I3	0.279	0.304	0.468	0.443	0.411	0.735	0.408	Valid
I4	0.321	0.33	0.503	0.403	0.421	0.828	0.461	Valid
KP1	0.765	0.711	0.388	0.358	0.429	0.318	0.405	Valid
MK1	0.779	0.616	0.424	0.575	0.369	0.39	0.396	Valid
MK2	0.802	0.599	0.36	0.55	0.3	0.329	0.349	Valid
MP1	0.859	0.704	0.39	0.532	0.387	0.33	0.392	Valid
MP2	0.851	0.65	0.378	0.534	0.355	0.325	0.355	Valid
PP2	0.75	0.643	0.353	0.358	0.347	0.291	0.277	Valid
PP3	0.808	0.704	0344	0.368	0.369	0.245	0.295	Valid
PP4	0.774	0.677	0.316	0.406	0.347	0.248	0.355	Valid
T1	0.392	0.363	0.466	0.281	0.433	0.454	0.843	Valid
T2	0.391	0.393	0.491	0.366	0.507	0.442	0.88	Valid
T3	0.343	0.352	0.538	0.355	0.556	0.460	0.827	Valid

It can be seen that the entire cross-loading value on each manifest variable is greater than the cross-loading value on other manifest variables. Next, a reliability test is carried out to determine the consistency of the research instrument used. This study used composite reliability criteria. To assess construct reliability, namely by looking at the composite reliability value must be greater than 0.7 (Ghozali, 2017). Table 3 presents the results of the reliability test.

Table 3. Composite Reliability

	Composite reliability	**Information**
Brand Loyalty (BL)	0.934	Reliable
Customer Brand Engagement (CBE)	0.920	Reliable
Customisation (C)	0.815	Reliable
E-WOM	0.876	Reliable
Entertainment (E)	0.844	Reliable
Interaction (I)	0.867	Reliable
Trendiness (T)	0.886	Reliable

The overall latent variable in this study is reliable because it has a composite reliability value above 0.7. Next is average variance extracted (AVE). AVE measures the number of variances the construct can capture compared to the variances caused by measurement errors. The AVE value must be more than 0.5 can be said to have been reached. The results of the AVE calculation can be seen in Table 4.

Table 4. Average Variance Extracted (AVE)

	AVE	**Information**
Brand Loyalty (BL)	0.639	Valid
Customer Brand Engagement (CBE)	0.656	Valid
Customisation (C)	0.596	Valid
E-WOM	0.702	Valid
Entertainment (E)	0.643	Valid
Interaction (I)	0.621	Valid
Trendiness (T)	0.722	Valid

4.3 Inner Model

The inner model, also called inner relation, structural model or substantive theory, describes the relationship between latent variables based on substantive theory. Structural model evaluation is a model that explains the influence of independent latent variables on dependent latent variables (Hussein, 2015).

This R-Square model determine and measure how much influence the independent (free) variable has on the dependent variable (bound). R squared indicates the magnitude of the combination of independent variables together affecting the value of the dependent variable. There are three grouping categories in the R square value, namely the strong category, the moderate category, and the weak category (Hair et al., 2014). Table 5 presents the calculation results of the R-Square model.

Table 5. Perhitungan Model R-Square

	R-*square*	Information
Customer Brand Engagement (CBE)	0.369	weak

Next in this study, a fit test was conducted to find out how well the research model used in the study was to avoid specific and validate the model structurally for the entire model. The limitations and criteria of the fit model that can be used are root mean square residual (SRMR) with criteria smaller than 0.08 or NFI with criteria between 0 to 1 (Santosa & Rahardjo, 2021). The results of the fit model test can be seen in Table 5.

Table 6. Model Fit

	Kriteria	*Estimated model*	Information
SRMR	<0.08	0.071	*Good Fit*
NFI	0-1	0.736	*Good Fit*

4.4 Hypothesis Testing

Hypothesis testing was carried out in this study, conducting hypothesis testing with t-test using the bootstrapping method on SmartPLS 4 software. This hypothesiswas tested to evaluate the accuracy of the analysis results and see the significance of the variables in this study. The results of hypothesis testing will be presented in Table 6.

Table 7. Hypothesis Testing

Hypotesis	Variable	Brand Loyalty	Customer Brand Engagement
H1	Customer Brand Engagement	52,635	
H2	Customisation		0.453
H3	E-WoM		5,785
H4	Entertainment		0.447
H5	Interaction		0.349
H6	Trendiness		1,900

Next is carried out the calculation of the path coefficient. Table 7 presents the results of the path coefficients.

Table 8. Koefisien Jalur

Hypotesis	Variable	Brand Loyalty	Customer Brand Engagement
H1	Customer Brand Engagement	0.833	
H2	Customisation		0.031
H3	E-WoM		0.337
H4	Entertainment		0.225
H5	Interaction		0.021
H6	Trendiness		0.141

The results of the first hypothesis test obtained a t-statistic value of 3.447 (t > 1.96). From these results, it can be interpreted that entertainment affects customer brand engagement (**H1 accepted**). The results of this study are in line with the results of research that concludes that entertainment affects customer brand engagement carried out by (Amalina, 2016; Angkie & Sherly, 2019; Hidayah, 2019; Karamang, 2022; Rachmadhaniyati, 2021; Sumardi & Ganawati, 2021; Utami & Saputri, 2020). Entertainment in this case, creating a pleasant experience for customers when using social media platforms is an effective strategy to increase customer brand engagement.

The results of the second hypothesis test obtained a t-statistical value of 0.453 (t < 1.96), from these results it can be concluded that customisation has no effect on customer brand engagement (**H2 rejected**). The study's results align with the results of the research conducted by Bowen (2015) which states that customisation has no effect on customer brand engagement. This research is not in line with the results of the research conducted by Godey et al. (2016) which concludes that customisation affects customer brand engagement. Customisation is tailoring services to individual preferences. Students as respondents tend not to prioritize customization when choosing a laptop, more satisfied with standard products because they do not have specific needs related to laptop design.

From the results of the third hypothesis testing, a t-statistic value of 0.349 (t < 1.96) was obtained, from these results it was concluded that interaction in social media marketing had no effect on customer brand engagement (**H3 rejected**). The results of this study are in line with the results of research conducted by Bowen, (2015); Dessart, (2017) which concludes that interaction has no effect on customer brand engagement. Interaction refers to the extent to which social media platforms offer opportunities for two-way brainstorming and information sharing (Dessart, 2017). Respondents in this study are students who tend to prioritize interaction with the company, such as submitting complaints or asking for information about products.

From the results of the fourth dipotesis test, a t-statistic value of E-WOM variable t-statistics was obtained 5,758 (t > 1.96), from these results it can be concluded that E-WOM in social media marketing affects customer brand engagement (**H4 accepted**). The results of this study lign with the results of research conducted by Cheung et al., (2020); Kudeshia & Kumar, (2017) wich also concludes that E-WOM affects customer brand engagement. The level of E-WOM increases the extent to which consumers exchange, disseminate and upload information using social media (Kudeshia & Kumar, 2017). This study's respondents are students, who tend to be active in searching, disseminating and exchanging information about the products they use. So that E-WOM affects customer brand engagement.

From the results of the fifth hypothesis testing obtained the t-statistic value of the trendiness variable 1,900 (t < 1.96), the results can be concluded that trendiness in social media marketing has no effect on customer brand engagement. The results of this study are in line with the results of research conducted by Cheung et al. (2020) and statements made by Gallaugher & Ransbotham (2010) that trendiness has no effect on customer brand engagement. Trendiness is the extent to which brand information is updated, the latest information, the latest information and trendy. Consumers can search and obtain product-related information through social media platforms (Ashley & Tuten, 2015). Respondents in this study are college students, where the trendiness of laptop products is not their priority for now. They still prioritize the usefulness of laptop products for their studies. So trendiness does not affect customer brand engagement in this study.

The results of hypothesis testing obtained the t-statistic value of the customer brand engagement variable 52,635 (t > 1.96), the results concluded that customer brand engagement affects brand loyalty. The results of this study are in line with the results of research that concludes in their research customer brand engagement affects brand loyalty (Angkie & Sherly, 2019; Hidayah, 2019; Utami & Saputri, 2020; Widodo & Alivia Febrianti, 2021). Customer brand engagement means the extent to which consumers feel connected and motivated by a brand. This depends on how they think, feel, and behave regarding the brand (Hollebeek et al., 2014). Brand loyalty is when consumers prefer to continuously buy the same brand in a particular product or service (Hidayah, 2019). So it can be concluded that the greater consumer engagement with Asus brand laptops, it will be able to increase their loyalty to Asus brand laptops.

5 Conclusion

From these six hypotheses, it can be concluded that the factors that affect brand loyalty to Asus brand laptops are entertainment and E-WOM, which affect customer brand engagement. When you want to increase customer brand engagement, you must increase entertainment such as video content or images posted on social media interestingly, it can also be by holding a competition or the like to increase consumer attachment to the brand. In addition, it can also improve E-WOM, especially by inviting consumers to further increase their desire to provide information about their experience in using Asus laptops.

Customer brand engagement affects brand loyalty. To increase brand loyalty, Asus laptop companies or other laptops can increase or consider the variables of customer brand engagement, especially in increasing consumer happiness when using Asus laptops, for example, providing the right specifications, a more attractive appearance, and features that facilitate the use of laptops.

6   Appendices

Variable	Indicator	Questionnaire Statement	References
Social media marketing	Entertainment (E)	1. Asus laptop video/image content on social media looks interesting (E1) 2. Asus laptop video/image content on social media is informative (E2) 3. Discussing Asus laptops on social media is exciting (E3) 4. Information on Asus laptop content is accurate (E4)	Cheung et al., (2020); Cheung et al., (2019)
	Customisation (C)	1. Finding Asus laptop information on social media is easy (C1) 2. Easy Asus laptop information service (C2) 3. Asus laptop video/image content on social media is easy to understand (C3) 4. Asus laptop video/image content is easy to find on various social media (C4) 5. Viewing Asus laptop video/image content on social media is fun (C5)	
	Interaction (I)	1. Easy to express my opinion about Asus laptop via social media (I1) 2. Easily discuss with other consumers via Asus fun laptop (I2) 3. Easy to do two-way communication with Asus laptop parties via social media (I3) 4. Easy to share information with other users via social media (I4)	
	Electronic word of mouth (EWOM)	1. I want to convey information about Asus laptop brands, products or services from social media to my friends' friends (EWOM1)	

		2. I want to upload Asus laptop content from social media on my social media page (EWOM2)	
		3. I want to share my opinion about Asus laptop brand, product or service from social media with my friend's friend (EWOM3)	
	Trendiness (T)	1. Asus laptop video/image content on social media up to date (T1)	
		2. Asus laptop video/image content on trendy social media (T2)	
		3. Asus laptop video/image content on social media provides up-to-date information (T3)	
Brand loyalty (BL)	Repeated use of the product (PP)	1. I've bought Asus laptops more than once (PP1)	*Brand loyalty* (BL)
		2. I use Asus laptop as my main choice compared to other laptop brands (PP2)	
		3. I will stick with Asus laptop (PP3)	
		4. I am willing to pay more for Asus laptop compared to other brands (PP4)	
	Product Excellence (KP)	1. I am satisfied using Asus laptop (KP1)	
		2. Asus laptop has the latest technology (KP2)	
		3. Quality Asus laptop (KP3)	
	Informing others (MK)	1. I will inform my friends Asus laptop (MK1)	
		2. I will inform Asus laptops to users of other brands of laptop (MK2)	
		3. I will inform Asus laptop on my social media (MK3)	
	Recommend Products (MP)	1. I would recommend Asus laptop to my friends (MP1)	
		2. I would recommend Asus laptops to users of other brands of laptops (MP2)	

Customer brand engagement (CBE)	Cognitive processing (CP)	1. From a wide selection of laptop brands, I only remember the Asus laptop brand (CP1) 2. I think of the Asus brand when using a laptop (CP2) 3. Using Asus laptops makes me interested in learning more about Asus laptops (CP3)	Cheung et al., (2019); Hollebeek et al., (2014); So et al., (2016)
	Affection (A)	1. I feel comfortable using the Asus laptop brand (A1) 2. When using Asus laptop I feel Happy (A2) 3. I feel proud to use the Asus laptop brand (A3)	
	Activation (AC)	1. I use Asus laptop longer than other laptop brands (AC1) 2. Every time I use a laptop, I always use an Asus laptop (AC2) 3. I most often use the Asus laptop brand (AC3)	

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