ABSTRACT
In recent years, the global environment has set off a wave of so-called brand war. Profit is no longer lucrative, and gradually formed their own brand names to create new profit. Today's foundries, 2012 Hon Hai Group also issued will enter the era of branded own to obtain greater profits. In recent years, it has become more and more widespread for their own brands, and almost all are the creation of real brands, non-virtual brand war, through the portal of different brands, but also browse through the portal of network behavior will result in the interpretation of this research has also become eager to know the response. This study is this a research background. This study through the SPSS17.0 and Amos7.0 software as statistics, the study found network immersed adhesion degree of the network to the brand experience and computer anxiety as intervening variables positive significant impact, while a single computer anxiety on the brand experience into showing no significant effect, another assumption in the study no significant effect of brand personality on the network adhesion degree. The study found through online questionnaires are distributed to more emphasize on younger and therefore less significant impact on computer anxiety on the brand experience.

Keywords: Internet Flow, Computer Anxiety, Brand Experience, Brand Personality, Stickiness