

**Table 1***Mediation Analysis*

	Embodiment		Enjoyment	
	<i>b</i>	CI	<i>b</i>	CI
Exposure to customization	0.18	(-0.36, 0.71)	<b>0.39</b>	<b>(0.04, 0.74)</b>
Embodiment	--	--	<b>0.19</b>	<b>(0.09, 0.30)</b>
Gender (men=0)	-0.40	(-1.47, 0.67)	0.66	(-0.04, 1.36)
Gaming frequency	<b>0.63</b>	<b>(0.03, 1.22)</b>	<b>0.90</b>	<b>(0.50, 1.29)</b>
$R^2$		.06		.26
<i>Indirect effects</i>				
Exposure to customization	--	--	0.03	(-0.08, 0.16)

*Note.* Exposure to customization was square root transformed, coefficients reported are unstandardized; confidence intervals (CI) are 95% confidence. Significant coefficients at  $p < .05$  are bolded for ease of interpretation.