

Table 2*Conditional Process Analysis*

	Embodiment		Enjoyment	
	<i>b</i>	CI	<i>b</i>	CI
Exposure to Customization	0.26	(-0.42, 0.95)	0.09	(-0.35, 0.53)
Embodiment	--	--	0.20	(0.09, 0.30)
Gender (men=0)	-0.04	(-2.10, 2.02)	-0.59	(-1.90, 0.73)
Customization x Gender	-0.23	(-1.34, 0.88)	0.79	(0.08, 1.50)
Gaming frequency	0.65	(0.04, 1.26)	0.81	(0.42, 1.21)
<i>R</i> ²		.06		.29
<i>Conditional Direct effects</i>			<i>b</i>	CI
Men	--	--	0.09	(-0.35, 0.53)
Women	--	--	0.88	(0.32, 1.44)
<i>Conditional Indirect effects</i>			<i>b</i>	CI
Men	--	--	0.05	(-0.09, 0.22)
Women	--	--	0.01	(-0.18, 0.22)

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.