

Midocean University
College of Media and Marketing
Master of Digital Marketing



The Impact of Gamified Reward Mechanisms on Player Loyalty and In-Game
Spending: A Field Study

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Suggested Research Titles:

1. Gamified Digital Marketing: How Reward Systems Influence Player Engagement and In-Game Purchases
2. The Impact of Personalized Marketing Algorithms on Gamer Loyalty: A Study of Recommendation Systems in Online Gaming Platforms
3. The Effectiveness of In-Game Brand Placements on Consumer Perception and Brand Recall