

Retraction notice



Retraction notice to “The Role of Gamification in Enhancing
Intrinsic Motivation to Use a Loyalty Program”
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This article has been retracted: please see Elsevier Policy on Article Withdrawal (<https://www.elsevier.com/about/our-business/policies/article-withdrawal>).

This article has been retracted at the request of the Co-Editors-in-Chief. The article is a duplicate of a paper that has already been published in *Psychology & Marketing*, 34(9), 842-852, <https://doi.org/10.1002/mar.21026>. One of the conditions of submission of a paper for publication is that

authors declare explicitly that the paper has not been previously published and is not under consideration for publication elsewhere. As such this article represents a misuse of the scientific publishing system. The scientific community takes a very strong view on this matter and apologies are offered to readers of the journal that this was not detected during the submission process.

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