

Well-Being in Immersive Environments: A Self-Determination Theory Perspective

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Abstract

This study examines how immersive technologies affect users' well-being via psychological mechanisms. Guided by Self-Determination Theory (SDT), we conducted a cross-disciplinary bibliometric and systematic literature review of 265 studies. Our analysis identifies six research clusters and shows that positive well-being outcomes from immersive experiences depend less on technology's novelty and more on satisfying basic psychological needs (autonomy, competence, relatedness). When these needs are supported, users report greater enjoyment, satisfaction, and engagement; if thwarted, outcomes can include stress or disengagement. Building on these insights, we propose an SDT-based conceptual framework linking immersive design features to need fulfillment and user well-being. This work advances theory by integrating SDT into immersive technology research and provides practical guidance for designing human-centered, need-supportive digital experiences that enhance consumer well-being.

Track: Digital Marketing & Social Media