

QUIET QUITTING OF STAFF AND CONSUMER BEHAVIORS IN THE AGE OF DIGITIZATION

DEMISSÃO SILENCIOSA DE FUNCIONÁRIOS E COMPORTAMENTOS DOS CONSUMIDORES NA ERA DA DIGITALIZAÇÃO

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Abstract

Quiet quitting—employees’ disengagement from nonessential work tasks while maintaining minimum job requirements—has become increasingly visible in the digital age, particularly among mid-level staff facing high workloads and limited organizational support. This trend manifests in reduced participation in meetings, reluctance to assume additional responsibilities, and avoidance of overtime, ultimately influencing organizational performance. At the same time, digitization has reshaped consumer expectations, making the understanding of consumer behavior essential for designing effective marketing strategies. Emotional, cognitive, and behavioral responses of consumers guide firms in tailoring products, services, and communication efforts to enhance loyalty and identify emerging market trends. This study examines the relationship between employee quiet quitting and shifts in consumer behavior, exploring how employee disengagement may indirectly shape consumer perceptions in digitally driven business environments. Data were collected from 407 participants employed in Istanbul-based enterprises using an online survey administered via Google Forms. Analyses conducted through ANOVA, t-tests in SPSS, and structural modeling in SmartPLS confirmed the proposed hypotheses and revealed positive associations within the conceptual model. The findings highlight the importance of addressing employee well-being and engagement to sustain effective marketing performance and maintain favorable consumer responses in an increasingly digital marketplace.

Keywords: Business Management. Quiet Quitting. Consumer Behavior. Marketing.

Resumo

A demissão silenciosa — o desligamento dos funcionários de tarefas não essenciais, mantendo os requisitos mínimos do trabalho — tornou-se cada vez mais visível na era digital, especialmente entre os funcionários de nível médio que enfrentam altas cargas de trabalho e apoio organizacional limitado. Essa tendência se manifesta na redução da participação em reuniões, relutância em assumir responsabilidades adicionais e evasão de horas extras, influenciando, em última instância, o desempenho organizacional. Ao mesmo tempo, a digitalização remodelou as expectativas dos consumidores, tornando a compreensão do comportamento do consumidor essencial para a concepção de estratégias de marketing eficazes. As respostas emocionais, cognitivas e comportamentais dos consumidores orientam as empresas na adaptação de produtos, serviços e esforços de comunicação para aumentar a lealdade e identificar tendências emergentes do mercado. Este estudo examina a relação entre a demissão silenciosa dos funcionários e as mudanças no comportamento do consumidor, explorando como o desligamento dos funcionários pode moldar indiretamente as percepções dos consumidores em ambientes de negócios impulsionados digitalmente. Os dados foram coletados de 407 participantes empregados em empresas sediadas em Istanbul, usando uma pesquisa online administrada via Google Forms. As análises realizadas por meio de ANOVA, testes t no SPSS e modelagem estrutural no SmartPLS confirmaram as hipóteses propostas e revelaram associações positivas dentro do modelo conceitual. Os resultados destacam a importância de abordar o bem-estar e o engajamento dos funcionários para sustentar um desempenho de marketing eficaz e manter respostas favoráveis dos consumidores em um mercado cada vez mais digital.

Palavras-chave: Gestão empresarial. Demissão silenciosa. Comportamento do consumidor. Marketing.

1 INTRODUCTION

Workplaces are one of the areas where people spend a significant amount of time. However, being dissatisfied at work might have a negative impact on job performance of

employees. Instead of quitting, dissatisfied employees may begin displaying less interest in their jobs than expected. This gives rise to a pattern of behavior called the tendency to quietly quit, and today this tendency is increasingly common among employees (Ellis & Yang, 2022). In order to foster a healthy work environment, certain adjustments need to be made within the workplace. During this process, employees now feel just minimally linked to their jobs and are only meeting the minimum job requirements. This phenomenon, known as "quiet quitting," is a result of the business failing to establish a meaningful connection with its employees. At this point, employees' unwillingness to demonstrate more dedication to their work is also expressed as the reluctance to perform beyond the enterprise's expectations (Zenger & Folkman, 2022). The employer has a responsibility to ensure that the employee maintains a work-life balance and to create a healthy and flexible atmosphere rather than an oppressive working environment. (Hare, 2022). Employees who go through this situation are the ones who argue that business should not rule their personal lives. A person who is requested to perform at a high level but feels undervalued by their supervisor, experiencing quiet quitting, may respond by refusing to put in his/her best effort (Smith, 2022). Though commonly seen among millennials and younger Gen Z, quiet quitting is also embraced by many older employees dissatisfied with ineffective managers and supervisors (Ellis and Yang, 2022). Expectations around work/life balance, especially for Gen Z, the expectation of full commitment to work in order to maintain that balance has been a major factor of quiet quitting (Alesso-Bendisich, 2020). If any employee is not satisfied enough with their job, has faced dead-end situations, and feels like they are being paid less than they deserve, beyond that, other important factors that contribute to employee dissatisfaction are often ignored in many businesses (Kelly, 2019).

Businesses that listen to and understand consumer wishes and desires, effectively communicate with them can offer their products and services by adapting more accurately to the dynamics of the ever-changing market. Consumer behavior includes the process of starting from the formation of a person's need for a product or service, purchasing behavior to meet this need, using the product and then evaluating the provided benefit (Altunışık *et al.*, 2017: 118). In today's highly competitive marketing environment, consumers' future behavior or purchase intentions are an important strategic asset that must be observed and valued to maximize long-term performance (Gautam and Sharma 2017, 873). The first step in decision-making is to identify a consumer need for a product.

This need arises when the consumer notices the mismatch between reality and the desired situation. Because the consumer believes in the possibility of finding a solution for a product, he/she communicates a feeling of need as a result of his/her research (i.e. problem recognition) (Mason *et al.*, 2021, 4). Purchase intent, on the other hand, represents consumers' willingness to purchase a product. When measuring the purchasing behavior of consumers, future purchase intentions, that is, the planned purchasing tendencies of consumers, are used as an important criterion. Purchase intent is defined as the tendency of consumers to choose a particular product or brand with an objective preference. However, according to Boyd and Mason (1999, 317), the consumer's preference for a particular product that will meet his/her need is considered an indicator of purchase intent. In some literature, the willingness to buy is measured by the time intervals between product purchases (Chen and Lin, 2019, 25).

In this approach, research is carried out to determine the quiet quitting conditions experienced by the staff who make up the labor capital, which are considered the most crucial asset in businesses since digital life influences working life, and how this phenomenon influences consumer behavior. Accordingly, data were collected from service sector employees operating in Istanbul. Data from 407 people were obtained by applying on Google form. A 5-point Likert-type scale evaluation was used in the questionnaire form. The obtained data were analyzed using SPSS statistical program. Anova and t-test were applied in the analysis process. In addition, the analysis was completed by using the smartPls program. Hypotheses were developed based on the model created at the end of the field research. These hypotheses were proven to be correct based on our analysis.

2 QUIET QUITTING

Quiet quitting is a trend that emerged in the early 2020s because the person did not fulfill their basic work-related requirements and the working conditions were not suitable. This trend has become widespread in other regions as well as in the United States, largely due to the influence of social media.

Quiet quitting involves employees continuing to make the bare minimum effort to keep their jobs, but not putting in extra effort on the part of their employers. This can

include behaviors such as being silent in meetings, not volunteering for tasks, and refusing to work overtime.

Quiet quitting, which describes the situation in which the employee does not devote more time, effort or enthusiasm to his or her work, has misnamed a situation in which the worker does not actually leave his or her job and continues to receive a salary. In this case, the employee quietly quits the job, but continues to fulfill his or her basic responsibilities, albeit with less willingly.

These behaviors, known as quiet quitting, include actions such as not being late, not showing up early, or not attending non-essential meetings, and they are no longer performed. This concept emerged with the increase in flexible working conditions during the pandemic. Employees can act without thinking about leaving the office at the end of the day, going home late at night, checking their emails or reaching out to colleagues outside of working hours. Most importantly, it involves not having to worry about asking for or taking time off, especially sick leave.

This has become a trend that is becoming widespread among employees, and the employer must make improvements in terms of dissatisfaction. What appears to be a viral trend may persist among workers, depending on the economic climate. In terms of health and well-being in the workplace, it can be distressing for many people to see work as a grind. Employees who lose intrinsic motivation and do not want to work as before begin to have difficulty caring about the profit and productivity of the organization.

When employees who feel that they are not suitable for the job leave quietly, it means that the workers lack enthusiasm. Quiet quitting was a trend rarely seen in workplaces before the Covid-19 pandemic. However, this trend has awakened to an economic situation and an environment that forces people to do things. It is important for those who work by following their passions in life. To overcome quiet quitting, it is necessary to pursue passions rather than just being in a job to make money.

There are many reasons for an individual's evolution towards quiet quitting, but the most important is the deterioration in work-life balance. In particular, the imbalance between family and personal responsibilities and the time that one has to devote to the busy pace at work is one of the main factors that lead to quiet quitting. In addition, if the individual's wage is not in line with their living standards, this can also be a strong motivation that triggers quiet quitting. It can be said that not being appreciated despite the high performance at work is also an important reason affecting this situation. Finally,

the lack of alternative job opportunities and the creation of an environment of insecurity may also be among the reasons that lead to quiet quitting.

The first step in this process to remedy the situation is to create an effective solution strategy that will solve the negative motivations of the individual. In cases where the employee has difficulty finding a way out on his/her own, needs support and has difficulty communicating, it is important to identify the channels that can lead to happiness. By moving from worry to action plan, returning to even more difficult conditions can be avoided without leaving the process.

In an era where digitalization and automation are advancing rapidly, it is important to establish a common mind and an effective management process framework when the quiet quitting process of employees has turned into an area of risk. Despite digitalization, in a period where human resources are still important, businesses need to determine the right strategies, use power in a balanced way and interact with their stakeholders in critical decisions in order to survive. It is possible to cope with quiet quitting, to adapt to the circumstances, to constantly renew oneself and to be in active communication with all stakeholders.

3 CONSUMER BEHAVIORS

Consumer behavior is the actions and decisions taken by individuals or households during choosing, purchasing, using and then disposing of a product or service. This complex process involves many stages, such as problem identification, data collection, exploring options, making a purchase decision, and evaluating the experience. Consumers' personal views and values at these stages can be influenced by many factors such as social customs, marketing campaigns, product features, and environmental conditions.

Understanding consumer behavior is critical for businesses to create effective marketing plans and deliver products and services that meet customers' demands. By analyzing data on customer behavior, marketers must understand trends and patterns, anticipate demand, and make wise choices about product design, pricing, promotion, and distribution.

During understanding the consumer, first of all, consumer analysis should be conducted and legal regulations should be made accordingly; in addition, it is necessary

to support the managers who will influence the purchase and sale of goods and the purchase of the consumer (Yıldız, 2004:7). Retailing is important as a critical component in the creation of value in the products in the daily process (Cant, 2005). The structure of consumer behavior, which involves the individual who purchases and utilizes a product or service, is highly intricate. The collective of end consumers ultimately forms the consumer market (Kotler, 2005:178). Consumer markets are always important, and marketers need to know the factors they need to consider before, during, and after the consumer buys (Kitapçı and Dörtyol, 2009: 332).

If we specify some purchasing behavior patterns (Kotler *et al.*, 1999):

Complex Buying Behavior: In this process, the consumer takes part in all stages. For example, when he or she is going to buy a material, he or she makes a purchase decision after a wide search for information (Kotler *et al.*, 2005).

Dissonance Reducing Buying Behavior: If the product is expensive or scarce, it is included in the purchase process. He or she tracks prices and this is exhibited by uninformed consumers (Kotler and Keller, 2012).

Routine Buying Behavior: He or she does not do detailed research on the brand and it occurs in cases where there are no significant differences. For example, the purchase of toothpaste. The consumer does not need to research information about other brands before purchasing.

Consumer behavior models can be classified in four forms as a result of many studies. These are Cultural, Social, Personal and Psychological (Koufaris *et al.*, 2001).

Consumer behavior is considered one of the fundamental theories in marketing. Understanding these theories is of paramount importance to marketers because it requires a flexible approach to identifying problems and developing innovative solutions in a rapidly changing environment. Knowledge and skills derived from the study of consumer behavior include analytical abilities that marketing professionals can use effectively in a variety of fields.

The importance of consumer behavior in marketing comes from the fact that it explains the decision-making processes of consumers about which products to buy, when and from whom. By understanding consumer behavior, marketers can develop effective marketing strategies that will reach the right consumers at the right time, with the right message. These studies assist marketers in focusing on behavioral segment markets. By analyzing customer requirements, marketers can develop better products, which can

increase sales and customer satisfaction. Consumer behavior data guides marketers in determining pricing strategies and developing brand strategies.

4 SIMILAR STUDIES IN THE FIELD

In his study, *Ratnatunga (2023)* discusses the concept of quiet quitting, which refers to employees leaving work without explicitly resigning. He stated that the pandemic has led to burnout, dragging out work, and longer working hours during the covid-19 process, leading employees to prioritize their personal lives over their work. However, the situation of the employee who will sacrifice honesty and self-worth within this approach will not benefit anyone. The bottom line is that organizations need to take responsibility for creating an inspiring, dedicated, and supportive environment where people can succeed both at work and in their personal lives, and by doing so, they can support employee retention so that employees can feel more engaged in their work and colleagues.

In his study, *Serenko (2023)* discusses the concept of quiet quitting, in which employees limit their work activities to job descriptions and prioritize their well-being over organizational goals. The practice is often driven by poor motivation, burnout, or resentment towards managers or organizations. While quietly quitting can help employees avoid burnout, it can also put their careers at risk.

In their study, *Mahand and Caldwell (2023)* state that the main reasons for quiet quitting are decreased organizational trust, the importance of employee autonomy, increased disconnectedness of employees, lack of commitment to career development, not valuing employees, not fulfilling promises, not prioritizing workplace culture, and lack of focus on employees. Not addressing well-being, diversity, and inclusion means missing out on creating meaningful business opportunities.

According to *Bell and Kennebrew (2023)*, researchers conclude that positive employer-employee relationships are a fundamental principle of successful organizations, and neglecting social and psychological contracts can lead to quiet turnover. Managers state that by understanding employees' perceptions of the social contract, they can eliminate the problem of quiet quitting.

5 METHOD

5.1 Purpose of the study

This study aims to determine the reflection of the quiet quitting situation, which describes the intention to leave the job that the employees feel depending on the mental state they live in on the behavior of the consumers, which refers to the customers who receive service from the enterprise.

5.2 Population and sample

In the service business determined depending on the study area, 1400 employees were determined as the main mass. According to Uzgören (2012), he emphasized that the sample number of the main mass of 1400 people should be 302 at 5% reliability level. In this context, the sample of 407 employees who support the study on a voluntary basis can be considered sufficient and appropriate for the main mass. A data set was created with the data obtained from 407 employees through "Google Forms". In the research, data created to include demographic statements as well as 2 scales were used. Quiet Quitting Scale was developed by Boz, Karayaman and Deniz (2023) and consists of 25 statements. The variance value explained in a quiet quitting scale consisting of 5 dimensions and 25 statements is 85.67%. This can be interpreted as an excellent value. The dimensions of the scale are named "insecurity (7 statements)", "belongingness (5 statements)", "worthlessness (4 statements)", "miscommunication (5 statements)" and "inconsistency (4 statements)". The consumer behavior scale was taken and used from "The effect of demographic characteristics and individual attitudes of consumers on responsible consumption behaviors" of Babekoğlu, Y. (2000). The validity value of the scale is between 0.33 and 0.84. The reliability of the scale was obtained as alpha 0.66 in the sub-factor of interest in the environment, alpha 0.68 in the sub-factor of limiting consumption and alpha 0.64 in the sub-factor of giving importance to self-sufficiency. In addition, demographic questions consisting of 7 statements were added to the questionnaire. In total, 401 service business employees completed the questionnaire, which includes 23 statements in 5-point Likert type (1. Strongly Disagree, -5. Strongly Agree) and 7 statements containing demographic information. SPSS (22.0) statistical package program

was used in the analysis of the study. For the analyzes, $p < 0,05$ level was sought for statistical significance. Reliability analysis, exploratory factor analysis, confirmatory factor analysis, T-test, ANOVA, correlation and regression analyses were conducted to evaluate the data in line with the hypotheses. Analyses were also performed with the smart pls program in the study. Explanatory factor analyses were conducted for the 2 scales used for the research by choosing oblique rotation, factor loadings above 0.40, and Principal Components as the extraction method.

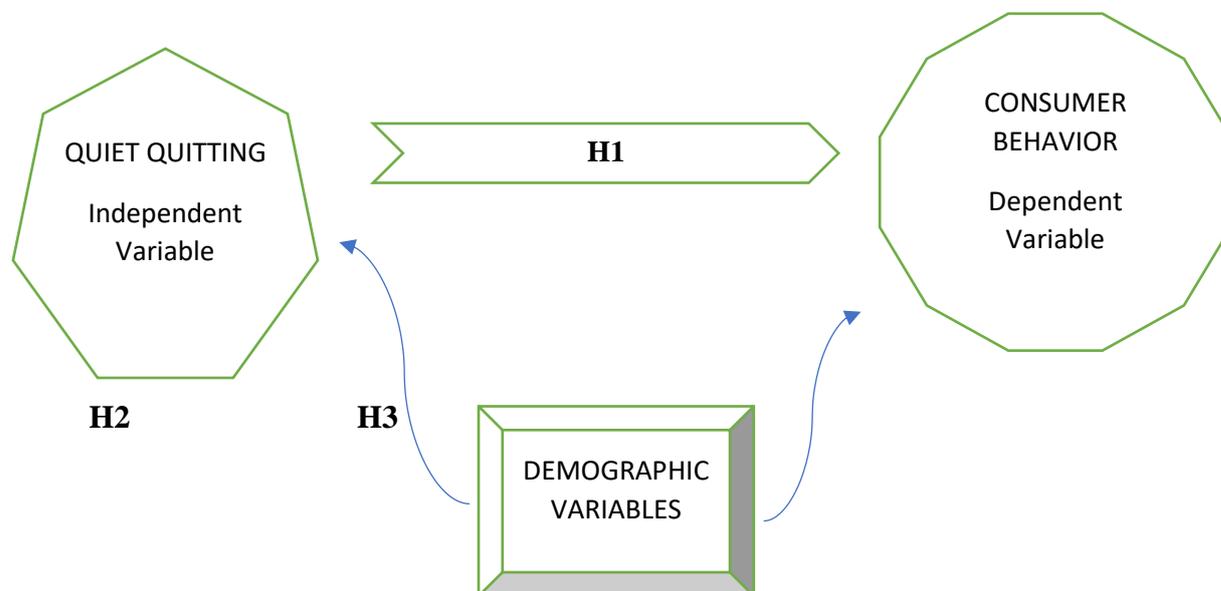
5.3 Data gathering technique

The data in the study were obtained from primary data sources. The conceptual part here was determined as a result of the search of the necessary literature and web pages and statistical information. The questionnaire form developed with the scales determined for the desired data within the scope of the study consists of three sections. The questionnaire form including demographic fields and scales was designed and applied via Google Form. The data collected online over the internet was limited to a certain number due to costs and temporal processes. The obtained data were analyzed using SPSS 25 package program, which is a statistical analysis method used in social sciences. The research was conducted by collecting data in the virtual environment between January 01-30, 2024. Histogram and kurtosis tests were also applied in the study. Explanations regarding the results were made.

5.4 Research model

Figure 1

Conceptual model of the research



5.5 Research hypotheses

Research Hypotheses;

H1 Quiet Quitting has a significant effect on consumer behavior

H2 There is a significant difference between demographic variables and quiet quitting

H3 There is a significant difference between demographic variables and consumer behavior

5.6 Research findings

Table 1

Statistical information on the demographic information of the individuals participating in the survey

		Numbe r	Percent
Gender	Female	235	57,7
	Male	172	42,3
	Married	57	14,0

Marital status	Single	350	86,0
Age group	23-32 years old	257	63,1
	33-42 years old	150	36,9
Education level	Associate degree	339	83,3
	Bachelor's degree	68	16,7
Income	17.003-25.003 TL	36	8,8
	25.004-33.004 TL	332	81,6
	33.005- 41.005TL	39	9,6
Occupation	Worker	30	7,4
	Civil Servant	88	21,6
	Housewife	153	37,6
	Retired	136	33,4
Total		407	100,0

Statistical information on the demographic information of the individuals participating in the questionnaire is given in Table 1. According to the obtained information, the rate of female respondents was 57.7% and the rate of male respondents was 42.3%. It was determined that 14.0% of the respondents were married and 86.0% were single. It was noted that 63.1% of the respondents were in the 23-32 age group and 36.9% were in the 33-42 age group. It was determined that 83.3% of the respondents had an Associate's Degree and 16.7% had a Bachelor's Degree. When analyzing the distribution of the respondents according to their monthly income, it was found that the highest cluster was in the 25,004-33,004 TL group with 81.6% and the lowest cluster was in the 17,003-25,003 TL group with 8.8%. When analyzing the distribution of the respondents according to their occupational status, it was noted that the highest cluster was in the Housewife group with 37.6% and the lowest cluster was in the Laborer group with 7.4%.

Table 2

Examination of the Quiet Quitting Scale used in the questionnaire in terms of demographic variables

Variable	N	Mean	Std. Deviation	t/F	p
Female	23	2,92	0,766	0,324	0,746
Male	5				
Married	17	2,90	0,764	-0,141	0,888
Single	2				
23-32 years old	57	2,90	0,782	0,827	0,409
	35	2,91	0,763		
	0				
	25	2,93	0,753		
	7				

33-42 years old	15 0	2,87	0,785		
Associate degree	33 9	2,94	0,755	1,876	0,061
Bachelor's degree	68	2,75	0,796		
17.003-25.003 TL	36	3,01	0,782	0,636	0,530
25.004-33.004 TL	33 2	2,89	0,755		
33.005- 41.005TL	39	2,99	0,830		
Worker	30	3,05	0,639	1,582	0,193
Civil Servant	88	2,94	0,803		
Housewife	15 3	2,81	0,787		
Retired	13 6	2,97	0,732		

The t-test and ANOVA test were used to examine whether there is a difference in terms of demographic variables in the Quiet Quitting Scale used in the questionnaire. According to the obtained findings, no statistically significant difference was found in terms of demographic variables in the Quiet Quitting Scale used in the questionnaire.

Table 3

Examination of the Consumer Behavior Scale used in the questionnaire in terms of demographic variables

Variable	N	Mean	Std. Deviation	t/F	p
Female	23 5	3,26	0,736	-0,161	0,872
Male	17 2	3,27	0,739		
Married	57	3,25	0,751	-0,092	0,927
Single	35 0	3,26	0,735		
23-32 years old	25 7	3,26	0,732	-0,194	0,846
33-42 years old	15 0	3,27	0,746		
Associate degree	33 9	3,25	0,739	-0,937	0,350
Bachelor's degree	68	3,34	0,721		
17.003-25.003 TL	36	3,01	0,782	0,636	0,530
25.004-33.004 TL	33 2	2,89	0,755		
33.005- 41.005TL	39	2,99	0,830		
Worker	30	3,05	0,639	1,582	0,193
Civil Servant	88	2,94	0,803		
Housewife	15 3	2,81	0,787		
Retired	13 6	2,97	0,732		

The t-test and ANOVA test were used to examine whether there is a difference in terms of demographic variables in the Consumer Behavior Scale used in the questionnaire. According to the obtained findings, no statistically significant difference was found in terms of demographic variables in the Consumer Behavior Scale used in the questionnaire.

Table 4

Descriptive statistics for research variables

Variables	Mean	Std. Dev.	Skewness	Kurtosis	QQ	CB
Quiet quitting (QQ)	2,88	0,761	-0,001	-1,479	1	
Consumer Behavior (CB)	3,23	0,848	-1,170	-0,431	-,760**	1

(**. Correlation is significant at the 0.01 level (2-tailed).)

Descriptive statistics for the research variables are given in Table 4. When examining the correlation coefficients, it is noted that there is a negative and high correlation between Quiet quitting and Consumer behavior.

Table 5

Confirmatory factor analysis measurement model fit values

	CMIN/DF	GFI	CFI	RMSEA	NFI	AGFI
Model findings	2,548	0,937	0,927	0,062	0,924	0,927
Acceptable fit	≤3	≥0,90	≥0,90	≤0,080	≥0,90	≥0,85

Confirmatory factor analysis measurement model goodness of fit criterion values for Quiet Quitting and Consumer Behavior scales are given in Table 5 together with acceptable fit values. According to the obtained findings, it is concluded that the fit criterion values of the scales are within the range of acceptable values.

Table 6

Construct reliability and validity

	Cronbach's alpha	Composite reliability (CR)	Average variance extracted (AVE)
Quiet quitting (QQ)	0.943	0.947	0.624
Consumer Behavior (CB)	0.952	0.959	0.674

The construct reliability and validity of the scales used in the study were examined with Cronbach's alpha, CR and AVE coefficients in smartpls software. According to the findings, Cronbach's alpha coefficient shows that the reliability of the scales is at a high level. CR (composite reliability) and AVE (average variance explained) values are the criteria for measuring convergent and discriminant validity. In order for the scale to achieve convergent and discriminant validity, the CR criterion should be greater than 0.70 and the AVE criterion should be greater than 0.50. According to the obtained findings, it is concluded that the scale dimensions have a sufficient level of convergent ($CR > .70$; $AVE > .50$; $CR > AVE$) and discriminant validity.

Table 7

Construct and discriminant validity findings

Scales	Fornell-Larcker Criterion		Heterotrait-Monotrait Ratio (HTMT)	
	QQ	CB	QQ	CB
Quiet quitting (QQ)	0,789			
Consumer Behavior (CB)	-0,782	0,821	0.845	

The construct and discriminant validity of the research scales were examined with Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) in smartpls software. For construct and discriminant validity, the HTMT value should be below 0.90 (Henseler, Ringle and Sarstedt, 2015). As can be seen in Table 4, all three of the HTMT ratios are below 0.90. In addition, according to the Fornell-Larcker Criterion, the square root of the AVE value being greater than the corresponding correlation coefficient (Fornell and Larcker 1981) is another criterion for construct and discriminant validity. The values on the diagonal in the table are the square root of the AVE criterion value. As can be seen, the square root of the AVE value for each variable is greater than the corresponding correlation coefficient.

Table 8*Linear regression model findings of Quiet Quitting and Consumer Behavior*

	Regression coefficients	Standard coefficients	regression	T	p
Fixed	5,669			52,783	0,000
Quiet quitting	-0,847	-0,760		-23,501	0,000
R	R square	Adjusted R square		F	p
0,760	0,577	0,576		552,293	0,000

Table 8 shows the linear regression model created by taking the explanatory variable (independent variable) thought about quiet quitting and the explained variable (dependent variable) Consumer Behavior. The model was found statistically significant according to the ANOVA test. In addition, the coefficient of determination (adjusted) of the model was calculated as 0.576. Accordingly, 57.6% of the variability in the Consumer Behavior variable is explained by the Quiet Quitting variable through the linear regression model. In addition, the correlation coefficient between the two variables was found to be (0.760) and a negative linear relationship. According to the student-t test for the significance of the coefficients of the regression model, both coefficients were found to be statistically significant. According to these findings, the regression line is estimated as follows:

$$(\text{Consumer Behavior}) = 5,669 - 0,847 * (\text{Quiet Quitting}) \quad (1)$$

According to the standard regression coefficient, an increase of 1 unit in the Quiet Quitting variable is expected to cause a decrease of -0.760 unit in the Consumer Behavior variable.

6 DISCUSSION AND CONCLUSION

It is important to understand the consumer, which is one of the most important issues of marketing today, and to move forward by determining a marketing strategy for them. Consumer behaviors towards the process related to whether the consumer's purchasing process is completed or not are concluded as a result of many internal and external warnings. Businesses engage in these activities in order to influence customer decisions by understanding the purchasing process, which aims to meet consumer wishes and needs. The concept of quiet quitting refers to employees leaving their jobs without

formally resigning and feeling less committed to their work. Malicious managers and harsh working conditions in the workplace have highlighted the emotional detachment of employees and the passive resistance associated with this. This situation should be considered as an alarm sound for business life. Whether the emotional detachment of employees and the trend of passive resistance will be permanent or temporary will be closely related to the attitudes and behaviors of employers. At this point, this study was conducted to determine the effect of quiet quitting on the intention to leave. In this context, a data set was created with the data obtained through "Google Forms" from 407 employees who supported the research on a voluntary basis. After conducting a correlation analysis on the data obtained, it was found that there was a moderate and statistically significant positive relationship ($r=0.400$, $p<0.05$) between quietly quitting and the intention to quit. The regression analysis revealed that quiet quitting has an effect on turnover intention ($\beta=0.250$; $p<0.05$). The findings obtained at the end of the difference tests (t test, Anova) showed that there were significant differences at $p<0,05$ significance level among the gender, marital status, status, age, income and working time of the respondent employees on organizational agility. The other findings obtained from the difference tests showed that there were significant differences at $p<0,05$ level of significance between the respondent employees' perceptions of leadership style and their age, income and working time in the organization. As a result of the findings, the following suggestions can be made to the sector managers and employees and to the private sector and employees in order to provide general conclusions;

The topic has not been thoroughly researched, and we believe that further in-depth research is necessary in this field. While there is a perception that the subject is being studied, it is also important to note that it fails to follow the scientific research. Original articles were added and all non-open access literature was excluded. The prepared integrative review allows for more in-depth research in this area and forms the basis for the elaboration of the doctoral degree. The potential reduction in individuals' contribution to the economy has a negative impact on the economy itself and society as a whole. Our research provides insight into the size of the concept and shows the influencing factors that enable organizations to define the concept among themselves in a timely and successful manner.

6.1 SUGGESTIONS

More research is needed to understand the factors that contribute to quiet quitting and to develop effective strategies to prevent it, and how this issue will affect consumer behavior in the digital age.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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