



THE EFFECT OF DIGITAL BURNOUT ON CONSUMER ATTITUDES TOWARDS ONLINE SHOPPING

Mehmet Faruk CEYLAN^{1*}, Murat BASAL², Sule GAYRETLI¹

¹Business Administration, Institute of Graduate Studies, Istanbul Gelisim University, Istanbul, Turkey.

²Logistics, Vocational School, Istanbul Gelisim University, Istanbul, Turkey.

*Corresponding Author

E-mail: mehmetfarukceylan@gmail.com

ABSTRACT

The concept of burnout, which is expressed as a process that begins with sources of stress in individuals at work, is a situation seen in individuals who spend too much time in digital environments. Online shopping, also called online shopping, is a process that occurs as a result of this activity carried out over the internet, where consumers select the product they want, add it to their cart, register, and then access the product. The address to which these products are sent. Attitude is the process of positive or negative behavioral reactions of the consumer towards an object, situation, or environment. This study was conducted in the field of renewable energy to determine the effect of digital burnout, which develops due to the internet, the most important communication tool of our age, and people spending too much time in front of computers, on reactive attitudes towards online shopping. As a result of the research activities required for the study, a suitable model was drawn and hypotheses were created. The research was conducted on internet users who made online purchases from consumers in Istanbul in April 2023. Data was collected from 413 internet users determined by an easy sampling method through a survey created via Google Forms. During the statistical analysis process, t-test and ANOVA tests were applied, and it was concluded that digital burnout has an attitudinal effect on online shopping. It is suggested that similar studies be conducted to determine the effect of social media phenomenon and shopping.

Keywords: Digital burnout, Online shopping, Consumer, Digital marketing.

INTRODUCTION

A consumer, defined as an individual who buys, uses, and enjoys a product for his or her personal needs, serves as the end user of a good or service. It also leads to consumer preferences because it is both fast and convenient, meeting some of their wants and needs by being purchased over the Internet in online sales and delivered to their doorstep.

After reviewing the literature on the subject of the study, it was found that there is a lack of spatial analysis of digital burnout when considering both domestic and foreign studies. The research primarily focused on determining the burnout status of the consumer. The study focused on examining the effects of online marketing on consumer attitudes, which served as the main factor of the research. This aspect of the study is different from other studies. This is thought to be unique and will contribute to other studies in the literature. Depending on the research universe of the study, data was obtained through questionnaires filled out via Google Forms. The hypotheses developed for the model created after the literature review were analyzed

Geliş tarihi/Received: 02.10.2023 – Kabul tarihi/Accepted: 08.03.2024 – Yayın tarihi/Published: 30.03.2024

© 2024 Journal of Organizational Behavior Research. Open Access - This article is under the CC BY NC SA license

<https://creativecommons.org/licenses/by-nc-sa/4.0/>



in line with the data. Finally, the conclusions and recommendations of the study were presented and finalized after evaluating the findings.

Digital Burnout

When developing a company strategy, it is very important to understand the differences between digitalization and digitization (digitalization versus digitization) (Hoe, 2019). Digitalization and digitization often contribute to the development of business agility and performance, creating a sense of cohesion for the desired transformation that companies are striving for (Gartner, 2019). This will help to protect itself from future confusion (Boyacı, 2020). In the digital era, consumers now have access to a variety of services and products that were once considered to exist only in the realm of science fiction (Daugareilh, 2021).

The cynicism (or desensitization) component represents the motivating, interpersonal distancing dimension of burnout. The decreased activity or success component represents the self-assessment dimension of burnout. It expresses feelings of inadequacy and a lack of success and productivity at work (Mutlu, 2019). Burnout refers to a psychological syndrome that has arisen in the form of a long-term reaction to chronic interpersonal stressors at work. The three main dimensions of this reaction are an overwhelming sense of exhaustion, cynicism-, and disconnection from work, ineffectiveness, and lack of success. Burnout symptoms can be examined under three different headings: physical, psychological, mental, and behavioral (Fuchs, 2019). Although it is subject to the same effects, individual factors cause or increase burnout in some individuals, while in others it discards burnout and its effects. These differences appear to affect burnout occurrence and burnout resilience (Kaya, 2021). Individual factors affecting burnout are examined under the following headings: Age, Gender, Marital Status, Education, and Professional Seniority.

Consumer Online Shopping

Online shopping is the process of purchasing goods and services from sellers over the Internet. Since the advent of the World Wide Web (www), merchants have tried to sell their products to people who spend time on the internet. Books, clothing, appliances, toys, hardware, software, and health insurance are just a few of the hundreds of products that consumers can buy from an online store (Baydaş *et al.*, 2021). The Internet is an electronic network that provides a systematic correlation between people, groups, or institutions. In this project, which is the basis of the Internet today, communication over the network has gradually increased with the addition of new computers to the network and has emerged in new areas of use such as electronic mails, discussion lists, forums, and file transfer services used by many users.

Elements such as the Internet, social media, and mobile phones have now taken their place among the indispensable rules of the masses with the integration of many functions of traditional communication tools (Süzen, 2023). Especially towards the end of the 20th century, there was a significant advancement in computer technology because of the rapid development of nano-technology, and this led to improvements in processors and computer structures, resulting in the creation of computers capable of performing fast and visually-intensive tasks within a compact size (Hassan *et al.*, 2019).

Consumer Buying Behavior in Online Shopping



Online shopping behavior is becoming a trend with the emergence of various platforms, such as e-commerce. The trend of online shopping also continues to increase because of its convenience: efficiency, lower prices, time savings, and other comparisons. Here, more involvement in consumer purchasing decisions is desired (Ruiz-Alba *et al.*, 2020). 'Market' areas gathered online on the Internet are thought to be beneficial in increasing the efficiency of data and preferences (Bhatti *et al.*, 2019). For the risks perceived in online shopping, privacy can be defined as “the willingness of consumers to share information over the internet that makes their purchases possible.”

Attitude is defined as a more or less stable set of ideas, interests, or predispositions towards goals, involving the expectation of a certain type of experience and readiness for an appropriate response. Norms are also expected patterns of behavior in certain situations (Bhatti & Rehman, 2019; Ur Rehman *et al.*, 2019). Attitude is formed as a function of beliefs and values or as an assessment of the situation towards any event or object.

Functional attitude theory explains that consumers make purchases based on four psychological functions: harmony, ego defense, value statement, and application of prior knowledge. Additional theories in this area include the Fishbein model, the Belief importance model, and the Reasoned action theory.

However, social psychologists find that attitudes and actual behaviors do not always perfectly align (Pencheva *et al.*, 2020).

Responding consistently to a particular object is a learned predisposition (Paraschiv & Danubianu, 2019; Pise, 2019).

Similar Studies in the Field

In her study titled "The Impact of Social Media on Purchasing Behavior, Proportion of Consumers in Digital Bangladesh," Prome (2021) asserts that the market's dynamics are undergoing rapid change, resulting in fewer brands participating and consumers becoming more cautious because of sector differentiation. The changing buying behavior of consumers in the digital space is gradually becoming an important factor that influences it.

Sumi and Ahmed (2022), "Investigating the online buying behavior of young consumers in the COVID-19 pandemic: A Bangladesh perspective," support the conclusion that perceived pleasure and utilitarian traits (price, comfort, and health aspects), along with perceived utility and perceived ease of use, positively influence online purchasing attitudes, and finally, conclude that online buying behavior significantly influences consumers' positive attitudes.

According to a study titled "The Role of Cognitive Prejudices in the Effect of Technostress on Digital Burnout" conducted by Yiğit *et al.* (2022), it is determined that the psychological state, including stress, anxiety, and exhaustion, that arises as a consequence of digital burnout caused by technostress from excessive technology use and presence in the digital environment, leads to cognitive bias.

MATERIALS AND METHODS

Purpose of the Study

This study aims to investigate the impact of today's digital burnout on the consumer's attitude towards online shopping.



Model of the Study

The research model presented below **Figure 1** was developed based on a literature conducted to examine.

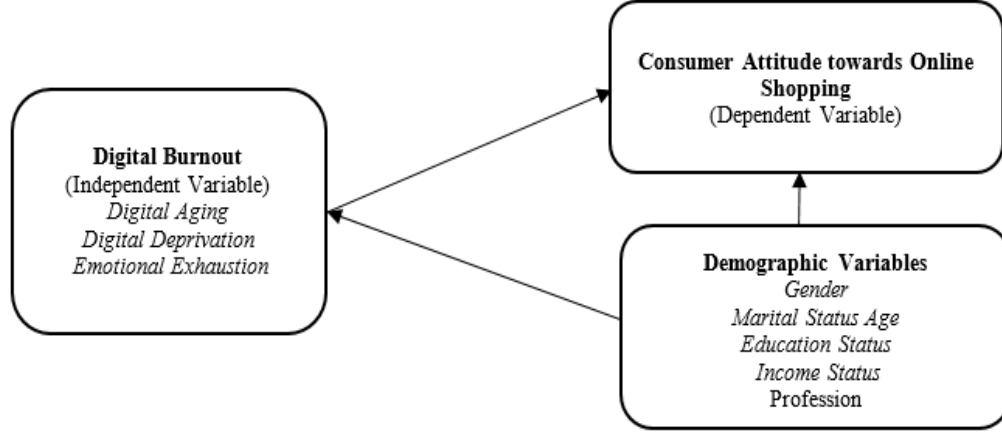


Figure 1. Model of the Research

Hypotheses in the Study

After the hypotheses were created based on the model, the hypotheses developed were stated in the findings and analysis section.

Universe and Sampling

This study was conducted with consumers who shop online in Istanbul. To evaluate the effectiveness of the research methods used here in studying digital burnout, all individuals over the age of 18 who use the internet will be included in the examination. The evaluation was made with 413 participants as a result of the surveys collected during the research that were excluded from the analysis on the grounds that they were not suitable. The questionnaire was created according to the 5-point Likert layout and obtained by face-to-face interviews and the application of the questionnaire prepared in Google Form.

Data Collection Technique

While creating a scale to measure the effect of the consumer's attitude towards online shopping, which affects digital burnout, the questionnaire was finalized as a result of the opinions of the experts on the subject. The first part of the questionnaire included primarily demographic variables such as gender, marital status, age, education, income, and profession variables. In the second part, the digital burnout scale consists of 24 expressions are digital aging, 6 expressions of digital deprivation, and 6 expressions of emotional exhaustion. As a result of the analysis of the scale with its sub-dimensions, the Eigenvalue was obtained as F1:9,114 - F2:2,424 - F3:1,922 The described variance: F1:25,205 - F2:18,268 - F3:12,609 (%) 56.082 - KMO 0.839, Bartlett's Test Chi-square: 6975,578 ($p = 0.000$). It was also found that the scale is highly reliable, as evidenced by a Cronbach Alpha value of 0.924. There is a 9-question section of the questionnaire consisting of questions about the attitude towards online shopping. As a result of the scale analysis, the Eigenvalue was 4.927, the described variance (%) was 56.742, the KMO was 0.870, and Bartlett's Test was 2125.620, ($p=0.000$). The digital burnout scale is taken from the study

"The Digital Burnout Scale Development Study" by Erten and Özdemir (2020). Again, the scale of attitudes towards online shopping is taken from the study of Zhou, Zhang (2007), and Özgüven (2010), titled "Analysis of the correlation between consumers' attitudes towards online shopping and their demographic characteristics". As the reliability of the scale, Cronbach's Alpha values were reached as 0.851, indicating a high level of reliability. The questionnaire's suitability was assessed through a pilot survey involving 30 participants. We have obtained the necessary permissions from the authors to use the scales. The survey was conducted over one month in April 2023.

Limitations of the Research

In the scope of the study, along with time limitations, financial limitations have also been faced. As a result of these limitations, a study that can be implemented nationwide in Turkey has only been investigated in Istanbul.

Statistical Analysis of Data

The data with a normal distribution is examined as follows: -Skewness and kurtosis statistics: The skewness and kurtosis coefficients calculated from the data set between -1 and +1 are interpreted as following the normal distribution of the data. When the skewness and kurtosis coefficients given in **Table 1** regarding scales are examined, it is seen that they comply with a normal distribution.

Table 1. Skewness and kurtosis statistics for dimensions and scales

Scale/Dimension	N	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis
DIGITAL BURNOUT	413	1,00	4,58	2,27	0,82	0,67	-0,26
Digital Aging	413	1,00	4,58	2,27	0,87	0,63	-0,52
Digital Deprivation	413	1,00	4,67	2,36	1,00	0,61	-0,52
Digital Burnout	413	1,00	4,50	2,18	0,95	0,63	-0,65
ONLINE SHOPPING ATTITUDE SCALE	413	1,00	4,56	2,77	0,93	-0,04	-0,67



Validity and Reliability Analysis Results Used Scales in the Questionnaire

Table 2. Cronbach Alpha coefficient findings regarding the scale and sub-dimensions used in the research

Scale	Item number	Cronbach's Alpha
DIGITAL BURNOUT SCALE	24	0,924
Digital Burnout Scale Aging	12	0,869
Digital Burnout Scale Deprivation	6	0,813
Digital Burnout Scale Emotional Exhaustion	6	0,829
ONLINE SHOPPING ATTITUDE SCALE	9	0,851

Table 2 provides Cronbach's Alpha coefficient results for the scales used in the research and their sub-dimensions. The reliability of the scale has been determined to have "high reliability".

Results provide the descriptive statistics for the Digital Burnout Scale and its sub-dimensions. Upon examining the means, it is evident that the "Digital Deprivation Mean" sub-dimension has

the highest mean of 2.36, while the "Digital Exhaustion Average" sub-dimension has the smallest mean of 2.18.

Analysis of Research Variables in Terms of Demographic Variables

- *H2a Hypothesis Was Rejected*

When the t-test was applied according to the gender variable of the Digital Burnout Scale and its sub-dimensions used in the research, the researchers found that, when the t-test was conducted to determine whether there was a difference in the Digital Burnout Scale and its sub-dimensions used in the survey, considering the gender variable, there were no differences in the Digital Burnout Scale and its sub-dimensions used in the survey revealed that there was no statistically significant difference.

- *H2b Hypothesis Was Accepted*

The researchers conducted a t-test to examine if there was a difference in the Digital Burnout Scale and its sub-dimensions used in the questionnaire based on marital status. The results showed a significant statistical difference in the Digital Burnout Scale and its sub-dimensions used in the questionnaire, depending on marital status. The source of the difference is that perceptions of Digital Burnout, Digital Aging, Digital Deprivation, and Emotional Exhaustion are higher in married participants than in single participants.

- *H2c Hypothesis Was Accepted*

The ANOVA test was used to examine the results obtained from analyzing the Digital Burnout Scale in the questionnaire, as well as to determine if there were any differences in its sub-dimensions based on age group. The results of this analysis are presented that Digital Scale Mean= 0,001, the source is 18-22 years old and 23-32 years old, 18-22 years old and 33-42 years old, 18-22 years old and 43 years old and older, Digital Aging Mean=0,000, the source is 18-22 years old and 23-32 years old, 18-22 years old and 33-42 years old, 18-22 years old and 43 years old and older, Digital Deprivation Mean=0,078 and Digital Emotional Exhaustion Mean=0,006, source is 18-22 years old and 23-32 years old, 18-22 years old and 33-42 years old, 18-22 years old and 43 years old and older, based on these findings, it was determined that there is a statistically significant difference in the Digital Burnout Scale and its sub-dimensions when considering the age group variable. The groups that are the source of the difference are determined using the Post. Hoc Tukey test and recorded alongside the relevant scale

- *H2d Hypothesis Was Accepted*

The results obtained from analyzing based on the education status variable, are presented that Digital Scale Mean= F: 3,390, P: 0,010, and Source of Difference: High School and Postgraduate, Bachelor's Degree and postgraduate, Digital Aging Mean=2,600, 0,036, Bachelor's Degree and postgraduate, Digital Deprivation Mean= 3,269, 0,012, High School and Postgraduate, Digital Emotional Exhaustion Mean=3,360, 0,010, High School and Postgraduate, Bachelor's Degree and postgraduate, through the examination of the ANOVA test. Based on the obtained results, a significant statistical difference was identified in the Digital Burnout Scale and its sub-dimensions, as used in the questionnaire, in relation to the variable of education



status. The Tukey test was conducted to determine the specific groups that contributed to this difference, and these groups were recorded alongside the corresponding scale.

- *H2e Hypothesis Was Rejected*

The results of the study, which analyzed the Digital Burnout Scale and its sub-dimensions, and investigated whether there was a difference based on monthly income status, are presented that the Digital Scale Mean p : 0.460, Digital Aging Mean p : 0.182, Digital Deprivation Mean p : 0.904, Digital Emotional Exhaustion Mean p : 0.499 through the ANOVA test. The results indicate that there was no statistically significant difference in the Digital Burnout Scale and its sub-dimensions when considering the variable of monthly income status.

- *The H2f Hypothesis Was Accepted for the Scale and Dimension of Digital Burnout, But Rejected for the Dimensions of Digital Aging and Digital Deprivation*

The ANOVA test was used to determine if there were any differences in the Digital Burnout Scale and its sub-dimensions based on the variable of profession in the questionnaire. Based on these results, it was determined that there is a statistically significant difference in the Digital Burnout Scale and its sub-dimensions when considering the profession variable. The groups that are the source of the difference are determined using the Post. Hoc Tukey test and recorded alongside the relevant scale.

- *H3a Hypothesis Was Rejected*

The t-test was used to examine if there was a difference in the gender variable in the Attitude Towards Online Shopping Scale used in the questionnaire. The results revealed Standard Deviation=0.918, $t=1.145$, and $p=0.253$, that there was no statistically significant difference in the gender variable in the Digital Burnout Scale used in the questionnaire.

- *H3b Hypothesis Was Rejected*

The t-test was used to examine if there was a difference in the marital status variable in the Attitude Towards Online Shopping Scale used in the questionnaire. The results revealed that Standard Deviation=0.911, $t=1.189$, and $p=0.235$, there was no statistically significant difference in the marital status variable in the Digital Burnout Scale used in the questionnaire.

- *H3c Hypothesis Was Rejected*

The ANOVA test was used to examine if there was a difference in the age group variable in the Attitude Towards Online Shopping Scale used in the questionnaire. The results have been presented as standard deviation 0.927, $F=1.551$, $P=0.201$, and revealed that there was no statistically significant difference in the age group variable in the Attitude Towards Online Shopping Scale used in the questionnaire.

- *H3d Hypothesis Was Rejected*

The ANOVA test was used to examine if there was a difference in the education status variable in the Attitude Towards Online Shopping Scale used in the questionnaire. The results have been presented that Standard Deviation=1.084, $F=1.720$, $P=0.145$, and revealed that there was no



statistically significant difference in the education status variable in the Attitude Towards Online Shopping Scale used in the questionnaire.

- *H3e Hypothesis Was Rejected*

The ANOVA test was used to examine if there was a difference in the monthly income variable in the Attitude Towards Online Shopping Scale used in the questionnaire. The results have been presented that Standard Deviation=0.943, F=1.556, P=0.185, and revealed that there was no statistically significant difference in the monthly income status variable in the Attitude Towards Online Shopping Scale used in the questionnaire.

- *H3f Hypothesis Was Accepted*

The ANOVA test was used to determine if there were any differences in the Attitude Towards Online Shopping Scale based on the variable of profession in the questionnaire. The results of this analysis are presented that Standard Deviation= 0.94584, F=5.865, P=0.001, and Source of Difference= Worker and Civil Officer, Civil Officer and Student Based on these results, it was determined that there is a statistically significant difference in the Attitude Towards Online Shopping Scale when considering the profession variable. The groups that are the source of the difference are determined using the TUKEY test and recorded alongside the relevant scale.

Analysis of the Connection between the Variables Digital Burnout and Attitude towards Online Shopping

- *H1 Hypothesis Was Accepted*

Results provide the regression analysis results for the effect of digital burnout on the consumer's online shopping attitude. According to the regression analysis, the model was found to be statistically significant. In addition, the determination coefficient of the model was calculated as $R^2 = 0.171$. Accordingly, 17.1% of the Attitude Towards Online Shopping variable was explained by the Digital Burnout variable. In addition, the correlation coefficient between the two variables is $r = 0.416$ and there is a positive linear correlation between these two variables. According to the student-t test performed for the significance of the coefficients of the regression model, both coefficients were found to be statistically significant. According to these results, the regression equation is:

(Attitudes towards Online Shopping) = $1.698 + 0.473 \times$ (Digital Burnout). According to the standard regression coefficient, an increase of 1 unit in the Digital Burnout variable is expected to cause an increase of 0.416 units in the Attitude Towards Online Shopping variable.

- *H1b and H1c Hypothesis Were Accepted but H1a Hypothesis Was Rejected*

The study aims to analyze the significance of the linear regression model between the dimensions of the variables. According to these results, the regression equation is:

(Attitudes towards Online Shopping) = $1.711 + -0.113 \times$ (Digital Burnout - Sub-dimension Digital Aging). According to the standard regression coefficient, a 1 unit increase in the digital aging variable (the Digital Burnout sub-dimension) is expected to cause an increase of -0.113 units in the Online Attitude Towards Shopping variable. The study aimed to analyze the significance of the linear regression model between the dimensions of Attitude Towards Online

Shopping and the Digital Burnout Scale. Accordingly, the model (excluding digital aging) was found to be statistically significant.

According to these results, the regression equation is:

(Attitudes towards Online Shopping) = $1,711 + 0,310 \times$ (Digital Burnout - Sub-dimension Digital Deprivation). According to the standard regression coefficient, a 1 unit increase in the digital aging variable (the Digital Burnout sub-dimension) is expected to cause an increase of 0,310 units in the Online Attitude Towards Shopping variable. The study aimed to analyze the significance of the linear regression model between the dimensions of Attitude Towards Online Shopping and the Digital Burnout Scale. Accordingly, the model (excluding digital aging) was found to be statistically significant.

According to these results, the regression equation is:

(Attitudes towards Online Shopping) = $1,711 + 0,268 \times$ (Digital Burnout - Sub-dimension Digital Emotional Exhaustion). According to the standard regression coefficient, a 1 unit increase in the digital aging variable (the Digital Burnout sub-dimension) is expected to cause an increase of 0,268 units in the Online Attitude Towards Shopping variable. When the estimation of the coefficients of the new regression model was analyzed, it was determined that the digital aging variable, among the independent variables considered, had a statistically insignificant effect, while the other two variables had statistically significant effects. According to the obtained model, both dimensions, the effect of which was found to be significant, had a positive effect on the Attitude Towards Online Shopping. Thus, if the Attitude Towards Online Shopping is denoted as Y, and the averages for Digital Aging, Digital Deprivation, and Digital Emotional Exhaustion are denoted as X1, X2, and X3 respectively, the obtained linear regression model is $Y = 1.711 + 0.113 \times X1 + 0.310 \times X2 + 0.268 \times X3$. In addition, according to the standard coefficients, a 1 unit increase in the Digital Aging Mean dimension is expected to cause a decrease of 0.106 units (effect negative) in the Attitude Towards Online Shopping variable, a 1 unit increase in the Digital Deprivation Mean dimension is expected to cause an increase of 0.333 units in the Attitude Towards Online Shopping variable, and a 1 unit increase in the Digital Emotional Exhaustion Scale Mean dimension is expected to cause an increase of 0.276 units in the Attitude Towards Online Shopping variable.

As a result of the correlation analysis findings regarding the connection between Digital Burnout and Attitude Towards Online Shopping scale and its dimensions, all correlation coefficients were found to be statistically significant. The positive correlation between these variables is interpreted based on the fact that all coefficients are positive. According to the results, a significant positive correlation was found between digital burnout and attitude towards online shopping at ($r = 0.416$) medium level. According to the obtained results, a significant positive correlation was found between the digital burnout sub-factor of digital aging and the attitude towards online shopping at a weak level of $r = 0.293$. Based on the obtained results, a significant positive correlation was found between digital deprivation, specifically the sub-dimension of digital burnout, and attitudes towards online shopping, with a moderate level of $r = 0.453$. Based on the obtained results, a significant positive correlation was found between digital emotional exhaustion, specifically the sub-dimension of digital burnout, and attitudes towards online shopping, with a moderate level of $r = 0.418$. When examining the relationship between digital burnout and the consumer's attitude toward online shopping, it becomes evident that the highest correlation value is associated with digital deprivation. This value is followed by the dimension



of emotional exhaustion and the scale of digital burnout. The variable with the lowest correlation value with the consumer's online shopping attitude is the digital aging dimension.

RESULTS AND DISCUSSION

Burnout, which can affect all people, can also manifest itself in situations that do not require digital technology. Great importance is given to the problem of digital burnout, which is caused by excessive time spent with digital devices in the digital environment and is characterized by a decrease in interest, fatigue, anxiety, depression, or diminished emotions toward one's job. A problem such as digital burnout can be difficult to identify. Engaging with social media excessively can result in symptoms that may hinder us from fulfilling our roles and responsibilities. Even though the consumer has a firm belief, the negative emotions he feels impact the amount of trust that can be formed in a relationship (Basal & Suzen, 2023).

CONCLUSION

Online shopping, known as the act of purchasing products or services over the Internet, means entering a seller's website, selecting the product or service that will correspond to their wants and needs, and arranging their delivery.

Based on the t-test and ANOVA, it was determined that the sample size was adequate for the study to be deemed sufficient. It was concluded that item analyses were sufficient in the scale expressions and were significant in terms of gender and marital status characteristics from the demographic variables in the study. Based on the correlation analysis, it was found that the level of digital deprivation, which is a sub-dimension of the digital burnout scale, had the highest impact. As for the level of attitude towards online shopping, it was concluded that there was a positive and linear correlation. It was concluded that online shopping exhibited a significant and positive correlation with the digital burnout dimension across all variables. It was concluded that the highest value in terms of the deprivation and aging sub-dimension on the digital burnout scale was determined to be the highest. The regression analysis concludes that both digital burnout and online shopping are significant in terms of their sub-dimensions, and the item analysis also yields significant results.

As a result of the analysis of "Hypothesis 1: There is a strong and positive connection in the effect of digital burnout on the consumer's attitude towards online shopping." Our hypotheses developed depending on the model and hypotheses we have created in this study; it is evident that the highest correlation value is with digital deprivation. This value is followed by the dimension of emotional exhaustion and the scale of digital burnout. The digital aging dimension is observed to have the least correlation value with the consumer's online shopping attitude. This has been confirmed to us as having proved the correctness of our hypothesis.

To propose the hypothesis that "Hypothesis 2: There is no strong and positive behaviorally positive link in terms of demographic variables in the effect of digital burnout on the consumer's attitude towards online shopping." which is also discussed within the scope of this study, according to the results obtained from the gender aspect in terms of digital burnout and its sub-dimensions, no statistically significant difference was found in terms of the gender variable in the Digital Burnout Scale and sub-dimensions used in the questionnaire.



Suggestions

In the current digitalized world, this study can serve as a resource for other studies in the realm of digital marketing. Dividing the study into sectoral differences will aid in observing the variations, particularly in the service or retail sectors.

Based on the survey expressions with the lowest arithmetic average, the following recommendations can be made for consumers and businesses in light of the obtained results:

- I started to believe that I was experiencing symptoms of depression. Engaging in psychological activities that allow individuals to have more control over their thoughts and emotions can potentially prevent the occurrence of depression.
- The stronger connections formed with people in the immediate environment of the real world can help alleviate the loneliness of the virtual world and facilitate a more productive experience.

ACKNOWLEDGMENTS: We would like to acknowledge the invaluable contributions that are provided by the authors, editorial board, and editorial staff.

CONFLICT OF INTEREST: None

FINANCIAL SUPPORT: None

ETHICS STATEMENT: None

References

- Basal, M., & Suzen, E. (2023). Consumer cynicism toward management's handling of uncertainties a study in the aviation sector. In *E3S Web of Conferences* (Vol. 376, p. 05027). EDP Sciences.
- Baydaş, A., Sezer, A., & Kanoğlu, M. F. (2021). Untersuchung der Auswirkungen hedonischer Konsumgründe auf den freiwilligen Einfachheitslebensstil im Rahmen des Kaufverhaltens der Verbraucher im Hinblick auf die Generationen x, y, z. *Journal of Current Researches on Social Sciences*, 11(4), 451-474. doi:10.26579/jocress.449
- Bhatti, A., & Rehman, S. U. (2019). Impact of Social risk, Government and Psychological Factors with Moderator Cultural Factors on Online Shopping Behavior in Pakistan. *Pakistan Journal of Humanities and Social Sciences*, 7(1).
- Bhatti, A., Saad, S., & Salimon, M. G. (2019). The Impact of Risks on Online Shopping Behavior in Pakistan.
- Boyacı, N. B. (2020). *Digital labor platforms and trade unions*. Ankara: Turkish Metal Union Publication.
- Daugareilh, I. (2021). Introduction: Social protection for digital platform workers in Europe. *International Social Security Review*, 74(3-4), 5-12. doi:10.1111/issr.12275
- Erten, P., & Özdemir, O. (2020). Dijital tükenmişlik ölçeği geliştirme çalışması. *İnönü Üniversitesi Eğitim Fakültesi Dergisi*, 21(2), 668-683. doi:10.17679/inuefd.597890



Fuchs, C. (2019). *Digital Labor and Karl Marx*. Translated by. T. E. Kalaycı and S. Oğuz. İstanbul: Nota Bene, p.49.

Gartner. (2019). Digitalization Gartner Glossary. Geneva: ITU Publications. Available from: <https://www.gartner.com/en/information-technology/glossary/digitalization>

Hassan, M., Kazmi, S. S. A. S., & Padlee, S. F. (2019). Technology acceptance model (TAM) and dynamics of online purchase adaptability. *International Journal of Recent Technology and Engineering*, 8(1), 390-402.

Hoe, S. L. (2019). Digitalization in practice: The fifth discipline advantage. *The Learning Organization*, 27(1), 54-64.

Kaya, C. (2021). Former work, new insecurity: Digital labor platforms. Available from: <https://sendika.org/2021/07/eski-is-yeni-guvencesizlik-dijital-emek-platformlari-624957/>

Mutlu, M. (2019). *The relationship between organizational burnout and organizational commitment; Research on a non-governmental organization* [Master's Thesis]. Marmara University, Business Administration, İstanbul.

Özguven, N. (2021). Analysis of the correlation between consumers' attitudes towards online shopping and demographic characteristics. *KMÜ Journal of Social and Economic Research*, 13(21), 47-54.

Paraschiv, A. M., & Danubianu, M. (2019). Big data-present opportunities and challenges. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 10(2), 15-21.

Pencheva, I., Esteve, M., & Mikhaylov, J. (2020). Big Data und KI – ein transformativer Wandel für die Regierung: Wie geht es also mit der Forschung weiter? *Öffentliche Ordnung und Verwaltung*, 35(1), 24-44.

Pise, V. H. (2019). Cloud computing – Aktuelle trends in der informationstechnologie. *ANWESH: International Journal of Management & Information Technology*, 4(1), 27-29.

Prome, S. S. (2021). Impact of Social media on buying behavior of consumers in Digital Bangladesh: A qualitative study on online purchase intentions in Bangladesh context.

Ruiz-Alba, J. L., Guesalaga, R., Ayestarán, R., & ve Mediano, J. M. (2020). Interfunctional coordination: the role of digitalization. *Journal of Business & Industrial Marketing*, 35(3), 404-419.

Sumi, R. S., & Ahmed, M. (2022). Investigating young consumers' online buying behavior in COVID-19 pandemic: Perspective of Bangladesh. *IIM Ranchi Journal of Management Studies*, 1(2), 108-123. doi:10.1108/IRJMS-09-2021-0127

Süzen, E. (2023). Analysis techniques for strategic management in the aviation sector. In *E3S Web of Conferences* (Vol. 452, p. 05022). EDP Sciences.

Rehman, S. U., Bhatti, A., & Chaudhry, N. I. (2019). Mediating effect of innovative culture and organizational learning between leadership styles at third-order and organizational performance in Malaysian SMEs. *Journal of Global Entrepreneurship Research*, 9(1), 1-24. doi:10.1186/s40497-019-0159-1



Yiğit, A. G., Topçu, T., & Bayar, H. T. (2022). The role of cognitive prejudices in the effect of technostress on digital burnout, Mehmet Akif Ersoy university. *Journal of Faculty of Economics and Administrative Sciences*, 9(3), 1857-1883. doi:10.30798/makuiibf.1034253

