

Mediation Strategies: The Role of Consumer Control in Complaint Handling

M. Deniz Dalman
emlyon business school
Subimal Chatterjee
Binghamton University

Cite as:

Dalman M. Deniz, Chatterjee Subimal (2026), Mediation Strategies: The Role of Consumer Control in Complaint Handling. *Proceedings of the European Marketing Academy*, 55th, (133974)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Mediation Strategies: The Role of Consumer Control in Complaint Handling

Abstract

Mediated consumer complaints, facilitated mainly as free public services, provide consumers the opportunity to resolve their disputes with businesses. Across two studies, including real-world data on mediated consumer complaints, results indicate that consumers with a high need for control favor lengthier mediations, as they believe that extended dialogues can help restore their sense of order. Conversely, business representatives sharing this need prefer quicker resolutions. These findings emphasize the necessity for mediation strategies that align with the differing needs of consumers and businesses.

Track: Public Sector and Non-Profit Marketing