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## Notice for the PhD Viva Voce Examination

Ms Bincy Ann Babu, Registration Number: 2190076, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Monday, 13 April 2026 at 10.00 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

<b>Title of the Thesis</b>	:	<b>Influence of Customer Experience Strategies in Enhancing Continuance Intention in Over-The-Top Video Platforms</b>
<b>Discipline</b>	:	<b>Management</b>
<b>External Examiner - I</b>	:	<b>Dr Selvabaskar S</b> Professor School of Management SASTRA Deemed University Thanjavur - 613401 Tamil Nadu
<b>External Examiner - II</b>	:	<b>Dr Manoj Kumar Panda</b> Associate Professor Symbiosis Center for Management and Human Resource Development Symbiosis Infotech Campus Hinjewadi, Pune - 411057 Maharashtra
<b>Supervisor</b>	:	<b>Dr Elangovan N</b> Professor School of Business and Management CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Place:** Bengaluru  
**Date:** 01 April 2026

  
**Registrar (Academics)**

## ABSTRACT

Over-the-top (OTT) streaming platforms deliver digital content directly over the internet, reshaping media consumption patterns in India and intensifying competition among providers. As customer retention is more cost-effective than new user acquisition, reducing churn and enhancing satisfaction have become strategic priorities for OTT platforms. This study examines how key experience-enhancement practices like personalisation, gamification, and social media interactivity shape customer experience, satisfaction, and continuance intention. A quantitative approach was adopted, and data were collected from 355 paid OTT subscribers across India. Structural Equation Modelling (SEM) was used to analyse the proposed relationships. The results show that personalisation, gamification, and social media interactivity significantly improve customer experience, which in turn enhances customer satisfaction. While experiential gratification does not directly influence satisfaction or continuance intention, e-CRM emerges as a vital factor that strengthens satisfaction and encourages continued platform use. Overall, the study offers empirical evidence on the effectiveness of customer experience strategies in the OTT context. The findings provide practical insights for platform providers and policymakers, underscoring the importance of delivering personalised content, incorporating interactive and gamified features, and engaging users through social media to build stronger loyalty and long-term subscription intentions.

**Keywords:** *OTT Video platforms, Customer experience, Customer experience enhancement strategy, Customer satisfaction, Continuance intention*

### Publications:

1. **Babu, B. A.**, Elangovan, N., Kalapurackal, J. J., & Anand, K. (2024, April). Prioritisation of Challenges in OTT Video Platforms: A Multi-criteria Decision-Making Approach. In International Conference on Business Intelligence and Data Analytics (pp. 55-68). Singapore: Springer Nature Singapore. [https://doi.org/10.1007/978-981-97-7717-4\\_5](https://doi.org/10.1007/978-981-97-7717-4_5)
2. **Babu, B.A.**, Elangovan, N., Anand, K., Kalapurackal, J.J. (2026). A Multi-criteria Decision-Making Approach for Prioritising Customer Churn Factors in OTT Video Platforms. In: Bhattacharya, A., Dutta, S., Peng, S.L., Yang, X.S. (eds) Data Mining and Information Security. ICDMIS 2024. Lecture Notes in Networks and Systems, vol 1385. Springer, Singapore. [https://doi.org/10.1007/978-981-96-6046-9\\_37](https://doi.org/10.1007/978-981-96-6046-9_37)
3. **Babu, B. A.**, & Elangovan, N. (2024). Digital transformation initiatives for enhancing customer experience in OTT video platforms. In Advances in marketing, customer relationship management, and e-services book series (pp. 219–250). <https://doi.org/10.4018/979-8-3693-4466-8.ch009>
4. **Babu, B. A.**, & Elangovan, N. (2024). A Multi-Criteria Decision-Making approach for prioritising factors influencing customer switching intention in OTT video platforms. In Advances in marketing, customer relationship management, and e-services book series (pp. 453–478). <https://doi.org/10.4018/979-8-3693-9122-8.ch020>