

From hesitation to participation: examining behavioural barriers to engage customers in flexibility markets

D. Stampatori; N. Rossetto

Abstract-

Purpose of the Review

The increasing penetration of distributed energy sources into the electricity system requires greater customer engagement in providing new flexibility services. This article reviews the main behavioural barriers and existing gaps related to customer engagement in emerging flexibility markets.

Recent Findings

Greater attention should be put on collecting more experimental evidence from the field to finalise the development of appropriate engagement strategies that can avoid unexpected customer reactions, especially when different incentives and information are provided.

Summary

Based on an extensive review of the literature, we identified three overarching groups of behavioural barriers to customer engagement in flexibility markets, namely: (1) lack of awareness, (2) lack of skills to process information, and (3) inertia. Furthermore, there is still no consensus on the effectiveness of incentivisation mechanisms and information strategies that can enhance customer engagement.

Index Terms-

Due to copyright restriction we cannot distribute this content on the web. However, clicking on the next link, authors will be able to distribute to you the full version of the paper:

[Request full paper to the authors](#)

If you institution has a electronic subscription to Current Sustainable/Renewable Energy Reports, you can download the paper from the journal website:

[Access to the Journal website](#)

Citation:

Rossetto, N.; Stampatori, D. "From hesitation to participation: examining behavioural barriers to engage customers in flexibility markets", Current Sustainable/Renewable Energy Reports, vol.11, no.4, pp.127-135, December, 2024.