

Consumers as active players in the energy system (2/2)



Gamification

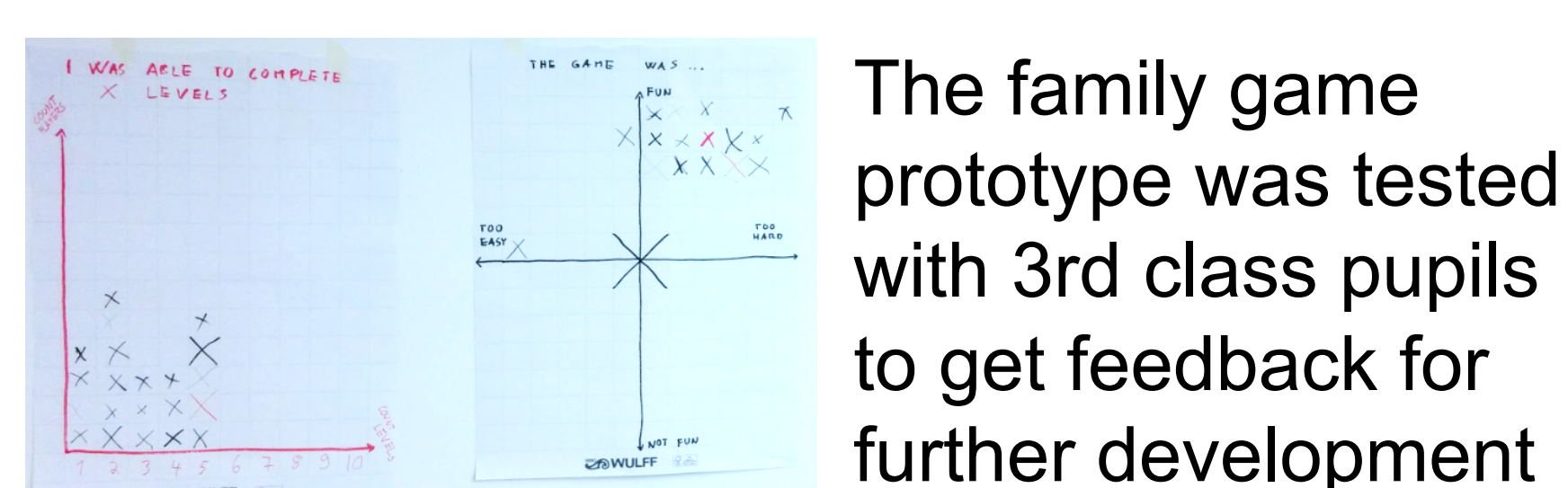
CleanPower Problem/Question

- Could gamification be used in activating consumers from passive consumers to active energy system users

Method

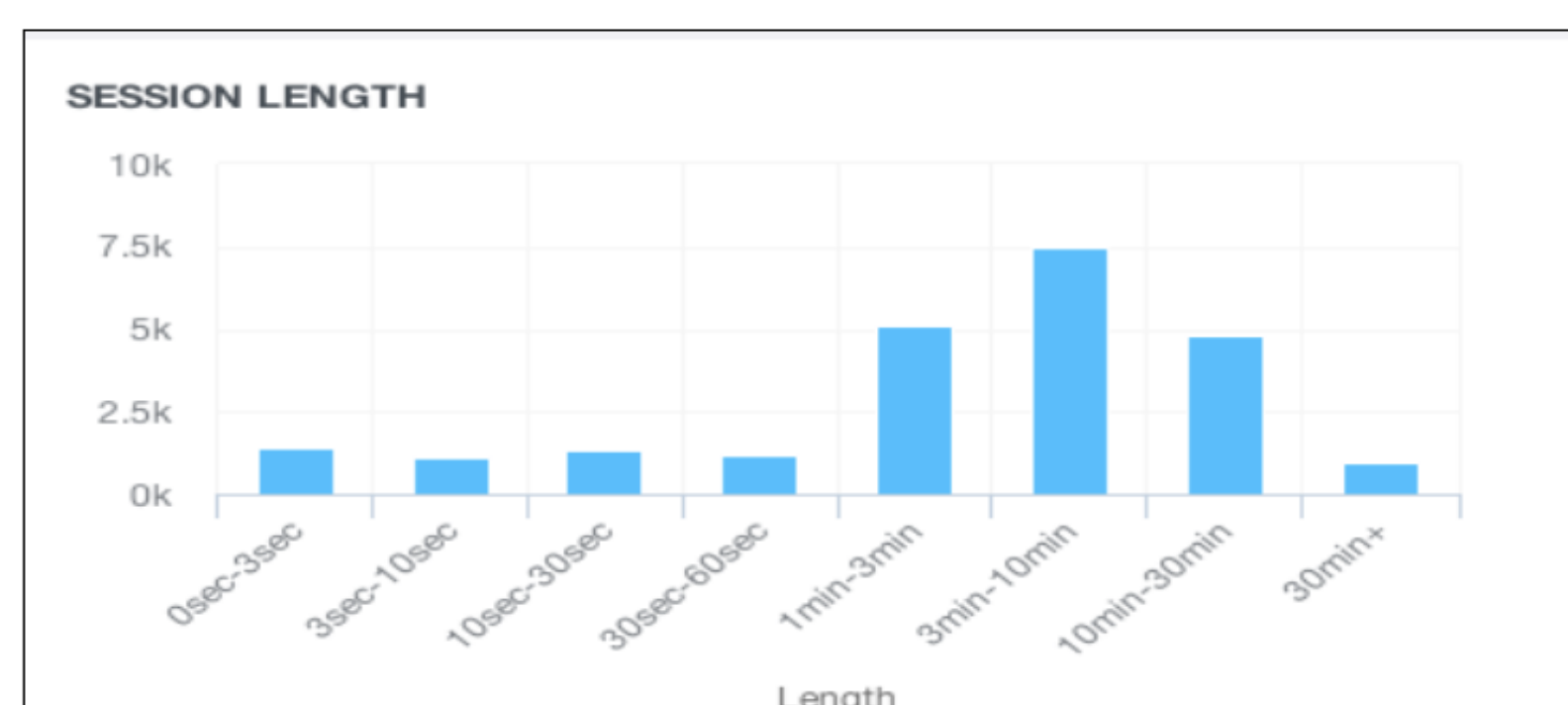


Observations



Conclusions

- The CleanPower game has been well received by end-users, the install amounts and median time in app per session are above industry average



Prosumers Problem/Question

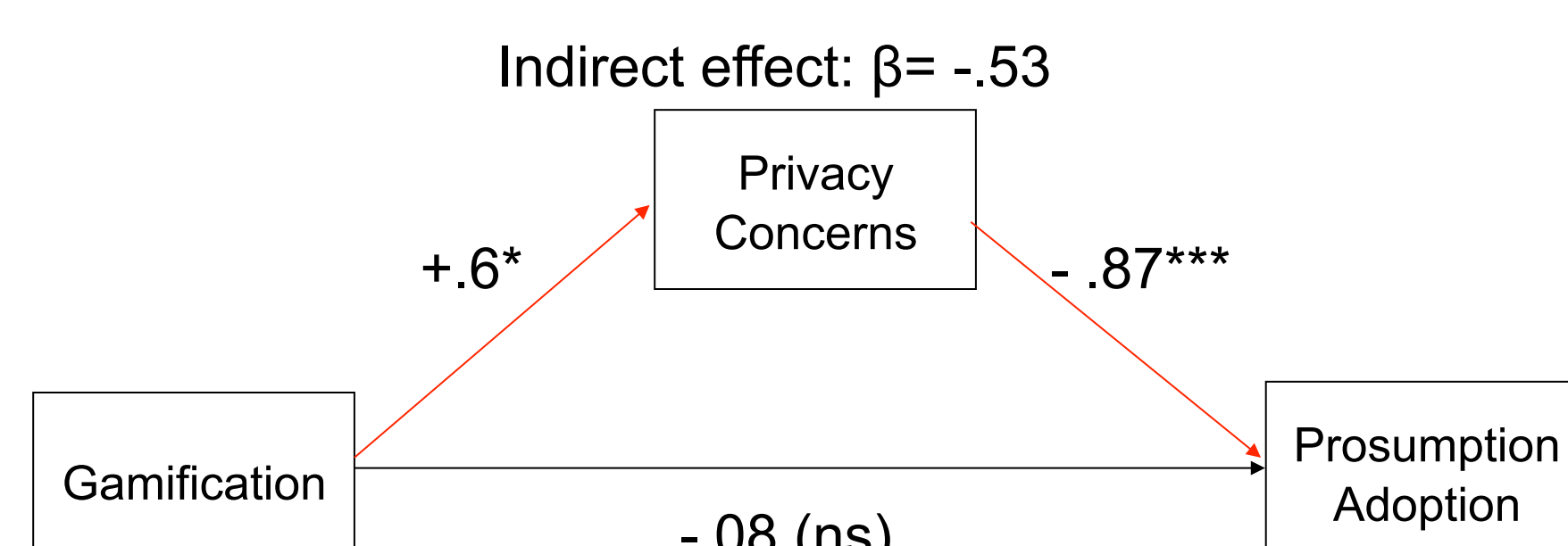
- To study whether and under what conditions a gamification feature affects consumers' willingness to invest in a prosumption energy system (solar energy panels and storage)

Method

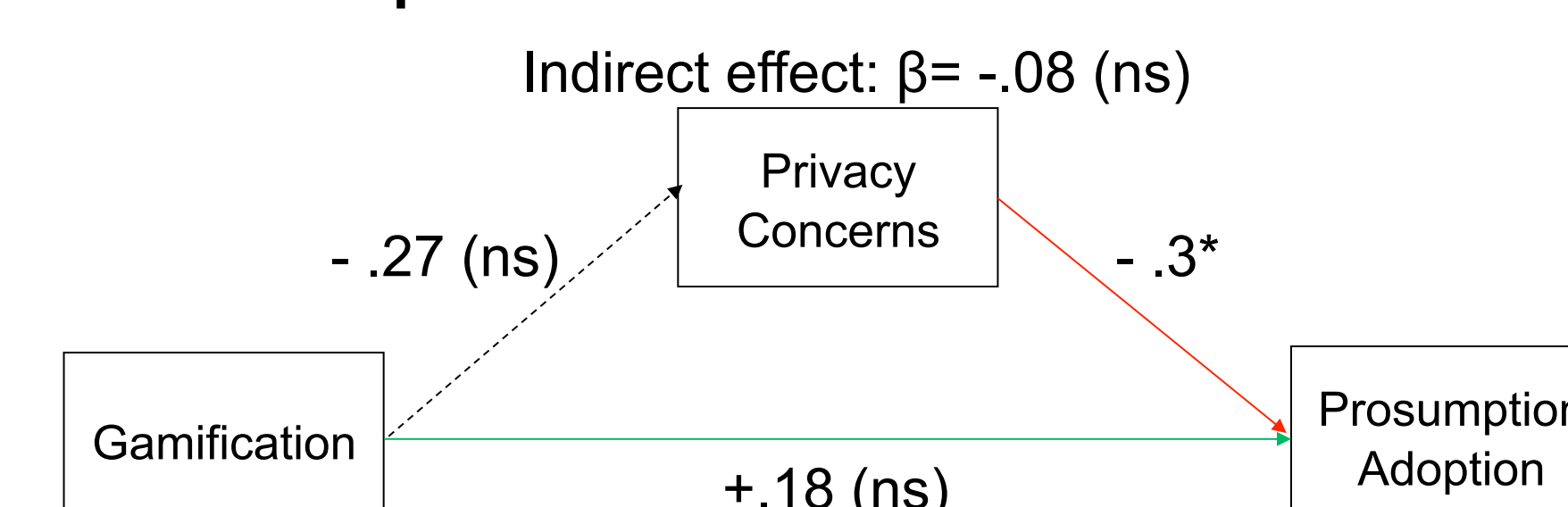
- Sample in the scenario-based experiment included 132 Finnish "real" consumers, obtained from a representative consumer online panel

Conclusions

- Gamification feature as such has a negative effect on consumer willingness to invest in a prosumption system due to information privacy concerns that the gamification feature awakes (about energy information)



- However, if the system is serviced/rented to the consumer, privacy concerns alleviate and gamification may have positive effect



Customer Involvement

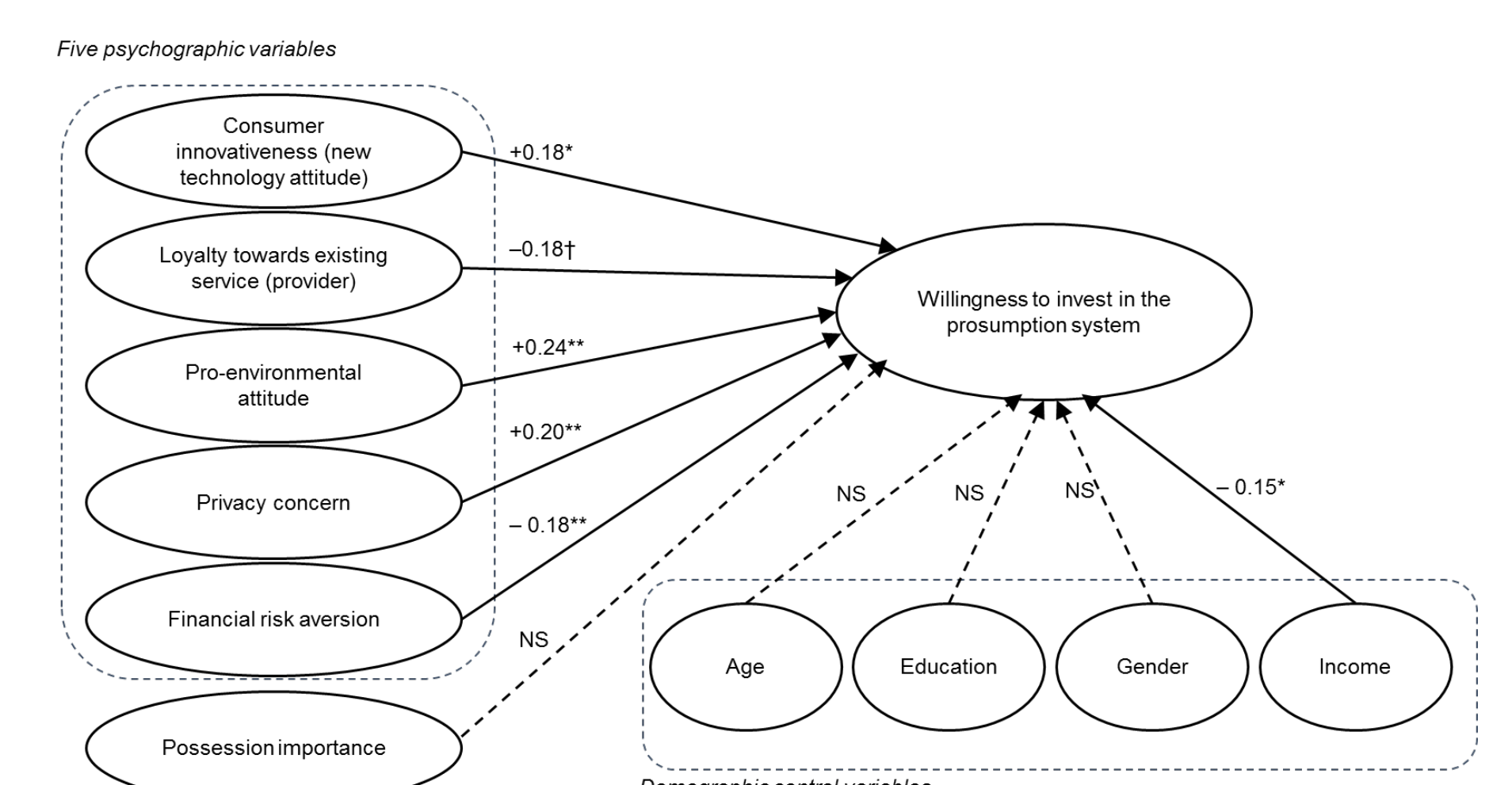
Problem/Question

- How do consumers' psychographic variables affect their willingness to invest in prosumption system?

Method

- A survey of (1) demographic variables, (2) psychographic variables, and (3) willingness to invest in a prosumption system (solar energy heating)
- 138 "real" consumer-respondents; subscribers of an "energy newsletter" of a home building web portal

Conclusions



Positive effect on willingness to invest in prosumption system by:

- Consumer innovativeness (positive attitude towards new technologies)
- Pro-environmental attitude
- Privacy-concerned individuals

Negative effect on willingness to invest in prosumption system by:

- Financial risk-aversion
- Loyalty for existing service providers
- (Income level)

