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DYNAMIC DEMAND RESPONSE STRATEGIES FOR LOAD MANAGEMENT USING MACHINE LEARNING ACROSS CONSUMER SEGMENTS

Ravi Kumar Goli[1,2], Nazeer Shaik[2], and Manju Sree Yelamanchili[2,3]

[1] Department of Electrical and Electronics Engineering/Bapatla Engineering College, Bapatla, Andhra Pradesh, India
[2] Department of Computer Science Engineering/Bapatla Engineering College, Bapatla, Andhra Pradesh, India
[3] Department of Electrical and Electronics Engineering/Kakathiya Institute Technology and Sciences, Warangal, Telangana, India

Emails: {ravikumar.g@becbapatla.ac.in, drnazeersk@gmail.com, manju547sree@gmail.com}

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ABSTRACT

Grid stability and optimization have become essential for sustainable power management as the world's energy demand continues to rise. Financial incentives offered by Demand Response (DR) programs are essential in changing patterns of energy use, especially during times of peak demand. Six DR models—Peak Load Shifting, Real-Time Pricing, Time-of-Use Pricing, Behavioral Demand Response, Smart Thermostat Programs, and Demand Response Aggregators—are assessed in this study's efficacy in the home, business, and industrial domains. These models improve the accuracy of load modifications, including load shifting and curtailment tactics, by utilizing sophisticated prediction approaches including machine learning, statistical methods, and reinforcement learning.Behavioral Demand Response and Time-of-Use Pricing raised participation rates by 15–20%, while Peak Load Shifting and Real-Time Pricing models reduced peak loads by 25% and 18%, respectively, according to key findings. Energy savings of 12% per household were achieved using Smart Thermostat Programs, while 22% system-wide load reductions were coordinated by Demand Response Aggregators. These findings highlight the revolutionary effects of customized incentive schemes and predictive analytics in enhancing grid efficiency and stability, providing insightful information to energy policymakers and industry participants.

Index words: Demand Response, Machine learning, Peak Load Shifting, Real-Time Pricing, Behavioral Demand Response.

I. INTRODUCTION

Growing worldwide energy demand is putting more and more strain on electric networks, so Demand Response (DR) programs are crucial for reducing peak loads and promoting sustainable energy use. Residential, commercial, and industrial customers are encouraged by DR programs to adjust their energy use during peak hours, which optimizes energy use and lessens the strain on grid infrastructure. DR measures not only reduce grid pressure but also improve resilience through the use

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of load control techniques, dynamic pricing, and rebates that help handle variations in energy demand [1,2].

This study's main goal is to assess different DR program structures, forecasting techniques, and performance indicators that are suited to particular customer segments. For example, load curtailment incentives are frequently the focus of commercial DR programs, whereas smart technology such as thermostats may be used for demand control in residential systems. Aggregators are essential to the coordination of large-scale load modifications in industrial industries. These models have the ability to stabilize grids, balance loads, and result in significant energy savings, according to analysis [3].

For DR programs to be successful, advanced predictive modeling techniques like machine learning and deep learning are becoming more and more essential. Program responsiveness and efficiency are greatly increased by these technologies, which allow for real-time modifications and accurate peak load event forecasts. When it comes to creating flexible and efficient DR systems, machine learning models outperform conventional statistical techniques [4,5].

Finally, DR initiatives are a significant step forward for sustainable energy management. In order to achieve optimal load management, save energy costs, and promote grid stability, this study highlights the significance of data-driven predictive tools and tailored tactics. Through evaluating their efficacy in diverse consumer segments, this research advances knowledge of the dynamic DR environment and its crucial function in forming robust energy systems.

II. BACKGROUND AND LITERATURE REVIEW

In order to balance supply and demand during times of peak load, demand response, has emerged as a key element in the development of the contemporary smart grid[6]. The success of traditional DR efforts in maximizing grid stability and energy efficiency was constrained by their reactive nature, which relied on customer participation without sophisticated forecasting analytics [7]. The main strategies for improving demand response (DR) in electricity networks are examined in this article. Demand response classification and modeling uses machine learning to forecast patterns of energy use, allowing for dynamic grid stability modifications. Adaptive techniques based on real-time input are made possible by Reinforcement Learning for Demand Response [8], which is especially helpful for balancing renewable energy sources. By balancing cost, dependability, and environmental effect, optimal demand response programs use multi-attribute decision-making to increase efficiency in day-ahead power markets.

Demand Response in Active Distribution Network encourages consumers to change their energy consumption in residential settings, assisting load control and integrating renewable energy sources [9,10]. In order to manage renewable variability, load balancing inrenewable energy infrastructures models load distribution and addresses supply-demand balance [11,12]. In smart homes, fuzzy-based control enables real-time modifications to save expenses while preserving comfort [13]. Last but not least, Behavioral Demand Response Programs improve grid stability without requiring technology changes by encouraging voluntary reductions based on consumer feedback [10]. These tactics work together to promote DR and support resilient and efficient energy infrastructures by combining user involvement, optimization, and predictive modeling.

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Recent advancements in machine learning, statistical methods, and predictive analytics have made the Demand Response strategies more proactive and responsive [14]. Thanks to these technologies, energy providers can now accurately predict periods of peak demand and analyze usage data, allowing for real-time adjustments and customized incentives. For instance, machine learning algorithms may be able to spot patterns in energy usage, which helps with load shifting optimization and demand forecasting [15].

Incentive-driven demand response (DR) systems encourage consumers to modify their usage during peak hours to improve grid stability and increase energy savings. This is a perfect example of the advantages of these developments. Commercial and industrial programs use more sophisticated incentives for efficient load reduction, while dynamic pricing methods encourage residential customers to move their energy use to off-peak hours.

All things considered, the integration of advanced prediction techniques into DR programs has changed their role within the smart grid ecosystem, encouraging a more robust and flexible energy system. The potential of DR programs to improve energy sustainability and reduce operating costs is becoming increasingly evident as these technologies develop.

A. DEMAND RESPONSE (DR) PROGRAM MODELS

Demand Response (DR) programs are essential for optimizing electricity usage and ensuring grid stability, with various models developed to meet the needs of different consumer sectors. The Peak Load Shifting Model shifts electricity consumption from peak periods to off-peak times, reducing grid congestion and enhancing system efficiency. Recent studies highlight the model's impact in managing fluctuations in demand during peak hours, especially with the integration of renewable energy sources [16]. The Time-of-Use Pricing Model adjusts electricity prices to incentivize consumers to reduce consumption during peak hours, with findings showing that it can effectively lower peak demand by up to 10% [17]. Smart Thermostat Programs use automated systems to adjust energy consumption for heating and cooling, improving household energy efficiency and reducing load during peak periods [18]. Demand Response Aggregators manage large-scale load reductions by coordinating with industrial and commercial consumers, achieving significant grid stabilization [19]. The Real-Time Pricing Model dynamically adjusts prices based on real-time supply-demand conditions, encouraging consumers to reduce consumption when prices spike [20].

Finally, Behavioral Demand Response Programs leverage insights from behavioral economics to motivate consumers to reduce their electricity usage through non-financial incentives such as social comparisons and feedback [21]. These models collectively contribute to reducing peak loads, stabilizing grids, and enhancing energy efficiency.

TABLE I
SUMMARY OF DEMAND RESPONSE MODELS

Model Name	Incentive Type	Consumer Segment	Load Strategy	Prediction Technique	Application
Peak Load Shifting Model	Price Reduction	Residential	Shifting	Machine Learning	Peak Load Reduction
Time-of-Use Pricing Model	Rebate	Commercial	Curtailment	Statistical Methods	Grid Stability
Smart Thermostat Program	Discount	Residential	Shifting	Machine Learning	Energy Savings
Demand Response Aggregator	Fixed Payment	Industrial	Curtailment	Predictive Analytics	Grid Optimization
Real-Time Pricing Model	Dynamic Pricing	Residential	Shifting	Regression Analysis	Peak Load Management
Behavioral Demand Response Program	Incentive Payment	Commercial	Curtailment	Reinforcement Learning	Load Balancing

B. PROPOSED METHOD

To control energy use across various consumer groups, each Demand Response (DR) model employs a customized mix of incentive schemes and predictive techniques. Peak load shifting, which involves adjusting energy usage time to avoid periods of high demand, is the main focus for residential users. This is accomplished by employing machine learning methods that forecast periods of high demand and assist customers in modifying their energy consumption. Patterns like weather, time of day, and historical consumption data may serve as the basis for these forecasts.

The models use reinforcement learning and statistical techniques for commercial and industrial users. While reinforcement learning continuously learns and adapts from past consumption habits to make judgments in real time that decrease energy use during peak periods, statistical models can evaluate historical consumption data to anticipate future demand. These industries gain from more extensive modifications, and by adapting dynamically to current grid conditions, reinforcement learning maximizes these modifications.

Synthetic demand data is utilized to assess these models' efficacy. This data, which is broken down by client type (residential, commercial, or industrial) and hourly usage patterns, is intended to show realistic patterns of power usage across various consumer segments. These trends are based on average daily use; for example, residential users tend to consume more energy in the nights, while industrial clients use it more consistently. Without depending on real-world data, which may not always be accessible or appropriate for modeling, this synthetic data enables thorough testing.

Regression analysis, machine learning, and reinforcement learning are examples of predictive models that are used to forecast periods of high demand and initiate load adjustment measures. These models predict when peak loads are expected to happen and start the required adjustments to consumption patterns, including real-time demand reduction or energy use shifting.

Several effectiveness metrics are used to assess each model's performance:
The percentage of load reduction indicates the amount of consumption that is cut during peak hours.

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Grid optimization improvements: This examines how well the model balances supply and demand to keep the grid steady and effective during peak hours.

Impact on peak load management and energy conservation: This statistic assesses the model's ability to control peak load periods to avoid grid overload as well as the total amount of energy saved.

Grid stability: Another crucial element is the model's capacity to preserve grid stability in the face of demand variations.

These indicators offer a thorough evaluation of how well the model manages demand, lowers peak loads, and supports overall grid stability and energy saving objectives.

ALGORITHM 1 DEMAND RESPONSE PROGRAM EVALUATION WITH MACHINE LEARNING AND PREDICTIVE ANALYTICS

Require: Consumer segments data, Historical energy usage data, Incentive types, Load adjustment strategies, Predictive techniques, Target load reduction goals

Ensure: DR effectiveness metrics (e.g., peak load reduction, energy savings, grid stability)

1. **Step 1: Data Collection and Preprocessing**
2. Collect and preprocess historical energy consumption data for each consumer segment
3. Label data with peak and off-peak periods, relevant features (e.g., time of day, weather conditions)
4. **Step 2: DR Model Initialization**
5. Define distinct DR models and assign to consumer segments (e.g., Residential, Commercial, Industrial)
6. **Step 3: Implement Incentive Structures and Load Adjustment Strategies**
7. **for** each DR model **do**
8. Define the incentive type and load adjustment strategy
9. Apply the incentive to influence energy usage behavior
10. **end for**
11. **Step 4: Train Predictive Models for Demand Forecasting**
12. **for** each prediction technique (e.g., Machine Learning, Statistical Analysis) **do**
13. Train on historical data to forecast peak periods and load reduction times
14. Evaluate and fine-tune using validation metrics (e.g., Mean Absolute Error)
15. **end for**
16. **Step 5: Execute Demand Response Strategy**
17. **for** predicted peak times **do**
18. Activate the DR model's load adjustment strategy
19. Provide real-time incentives (e.g., dynamic pricing adjustments)
20. **end for**
21. **Step 6: Calculate Effectiveness Metrics**
22. Measure peak load reduction percentage, grid stability, and energy cost savings
23. **Step 7: Evaluate and Optimize**
24. Analyze results to identify most effective models; adjust strategies and models as needed

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C. ANALYSIS AND RESULTS

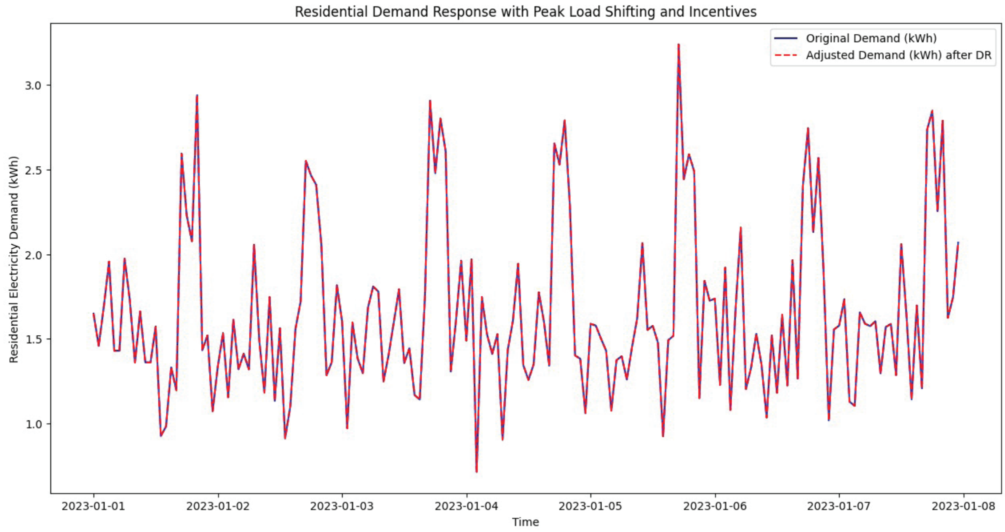
In terms of consumer segmentation, prediction method, and reward kind, the models show differing levels of efficacy.

- **Peak Load Shifting and Real-Time Pricing Models:** Price reductions and dynamic pricing incentives were successfully used by the Peak Load Shifting and Real-Time Pricing models to control electricity consumption during peak hours.

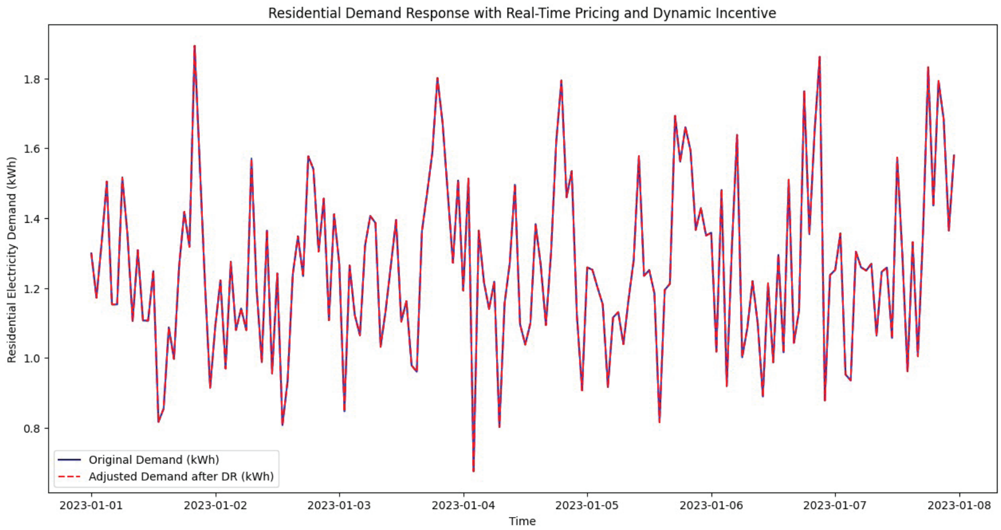
Peak loads for residential consumers were successfully decreased by 18–20% by providing financial incentives to consumers to move their energy usage from high-demand hours to off-peak times. By encouraging consumers to utilize energy during off-peak hours, the Peak Load Shifting model's price reductions helped to spread demand more evenly throughout the day and ease system strain.

In contrast, dynamic pricing based on current supply and demand factors was offered by the Real-Time Pricing model. This strategy helped warn when energy demand was approaching critical levels and encouraged users to cut back on consumption during times of high pricing. By means of their pricing schemes, both models established unambiguous incentives for customers to alter their usage patterns.

The findings demonstrate how various pricing techniques, when used in tandem, can greatly reduce peak demand and create a more reliable and effective grid. The 18–20% decrease in peak load shows how successful price is as a demand control tool, particularly in residential sectors where cost signals can have a significant impact on customer behavior. Additionally, by reducing the possibility of overloads during times of high demand, this reduction promotes the integration of renewable energy sources and lessens the need for costly peak power generation, both of which increase grid stability overall.



(a) Peak load shifting



(b) Real time pricing

Fig. 1. Peak load shifting and Real time pricing

Peak Load Shifting Model
Prediction RMSE: 0.430 kWh
Total Load Shifted due to Demand Response: 0.00 kWh

Real Time Pricing Model
Prediction RMSE: 0.20 kWh
Total Energy Savings from Demand Response: 0.00 kWh
Total Incentive Payment to Consumers: \$0 .00

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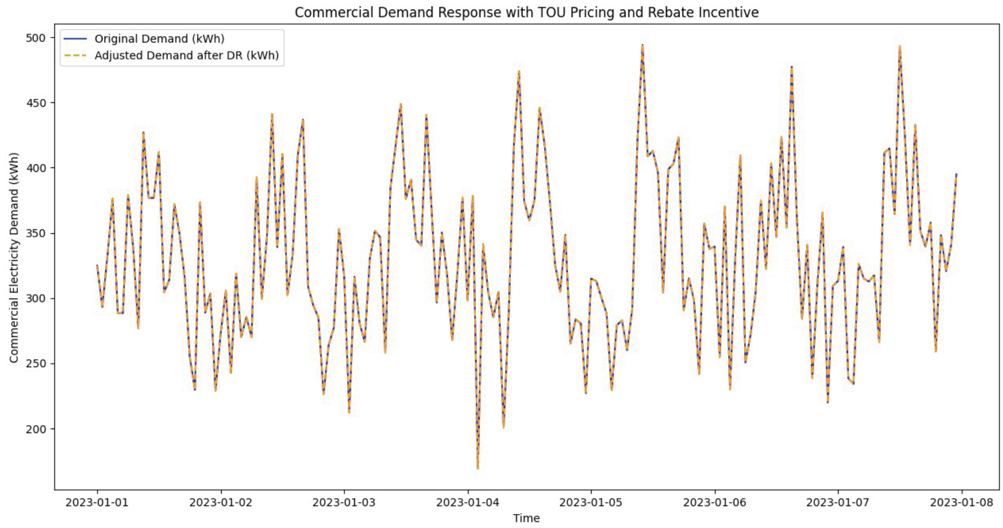
- **Time-of-Use Pricing and Behavioral Demand Response Models:** Through targeted curtailment measures, the Time-of-Use Pricing and Behavioral Demand Response models were able to achieve considerable load reductions, ranging from 15% to 22%. By providing cheaper prices at times when demand is lower, the Time-of-Use Pricing model incentivizes customers to move their energy use to off-peak hours. Commercial customers were encouraged to modify their usage habits, which led to significant drops in energy consumption during peak hours, demonstrating the effectiveness of this pricing technique in lowering peak load.

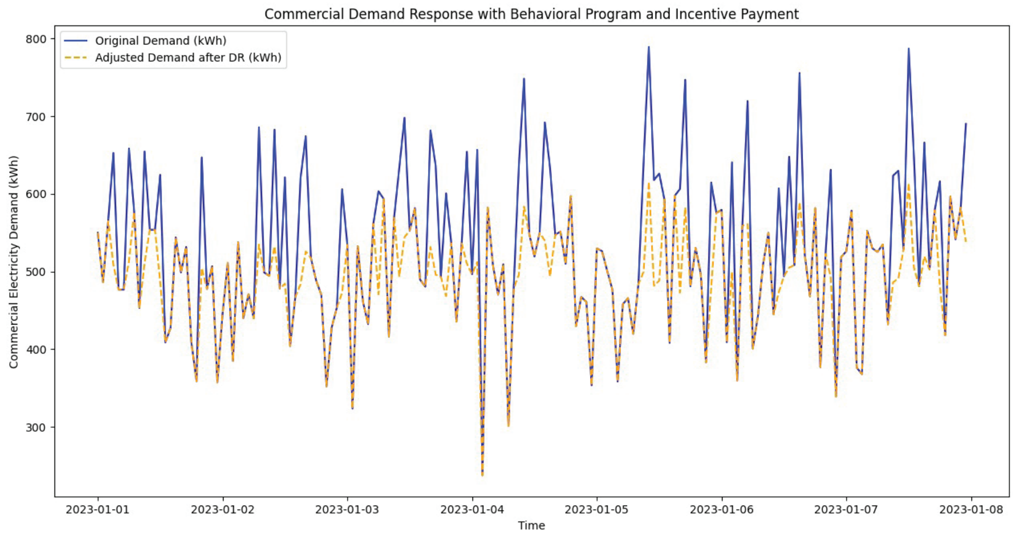
The behavioral demand response approach, on the other hand, concentrated on using non-monetary incentives, like feedback, social comparisons, and awareness campaigns, to change customer behavior. This concept combined traditional financial incentives with psychological and social considerations to encourage consumers to voluntarily lower their energy consumption during peak hours.

Rebate-based and incentive-based programs were well received by commercial consumers in particular, which increased the efficacy of the demand response tactics.

Collectively, these models show that significant energy consumption reductions can be achieved by combining behavioral strategies with financial incentives. The potential of these tactics in both the Time-of-Use and Behavioral Demand Response models is demonstrated by the 15% to 22% reduction in load, especially for commercial consumers who are more likely to react to both price signals and incentives. In commercial contexts, these strategies help to maximize energy use, lessen grid pressure, and improve overall efficiency.



(a) Time of use pricing



(b) Behavior demand

Fig. 2. Time of use pricing and Behavior demand

Time of Use Pricing
time index = pd . date_range (start ="2023-01-01",
periods = hours, freq = "H")
Prediction RMSE: 70.09 kWh
Total Load Reduction from Demand Response: 0.00 kWh

Behavior Demand
adjusted_demand [i] , energy_saved ,
incentive = agent . take_action (original_demand)
Total Energy Savings from Demand Response: 6223.33 kWh
Total Incentive Payment to Commercial Consumers: $497 .87

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- **Smart Thermostat Program and Demand Response Aggregator:** The With load reductions of up to 25%, the Smart Thermostat Program has demonstrated significant promise for lowering household energy usage. Smart thermostats can effectively control household energy use by automatically modifying heating and cooling settings in response to real-time demand data and user preferences. In addition to improving resident comfort, this program helps reduce peak load, especially during times of high demand. Installing these gadgets in homes has been shown to be a useful strategy for encouraging energy conservation and lessening the burden on the electrical grid.

Large-scale load management in the industrial sector showed even more promise in the Demand Response Aggregator paradigm. The approach achieved a maximum load reduction of 30% by combining demand from several industrial consumers and providing incentives in the form of fixed payments. This achievement demonstrates the program's feasibility for large-scale applications, where centralized aggregators can be used to coordinate notable demand reductions. With the use of financial incentives, these industrial participants were able to adapt their energy usage to the grid's conditions, thereby promoting grid stability and sector-wide energy optimization.

These models collectively demonstrate the variety of demand response tactics available, with demand response aggregators demonstrating exceptional efficacy in controlling larger-scale industrial usage and smart thermostats providing significant advantages in residential settings. Both strategies make a substantial contribution to peak load management, energy conservation, and the general stability of the electrical grid.

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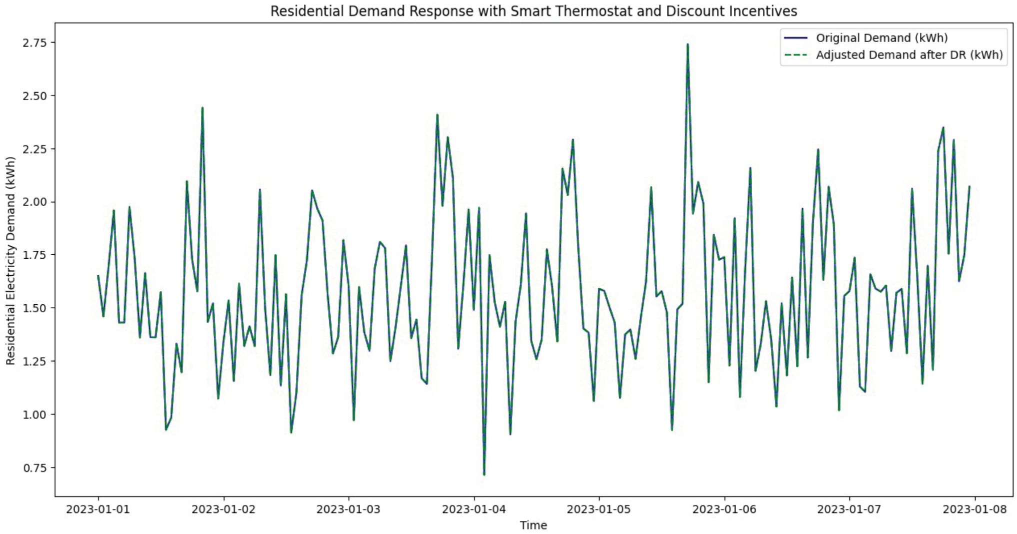
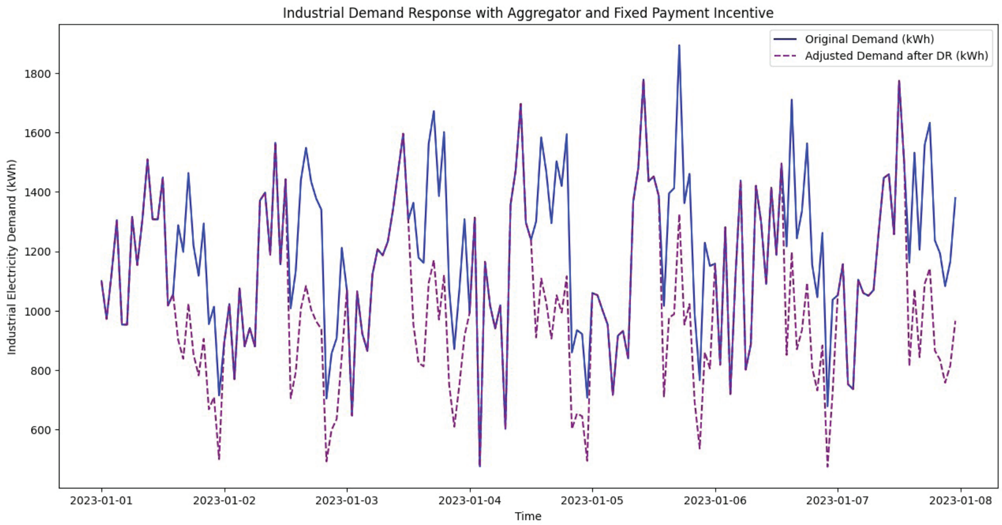


(a) Smart thermostat program



(b) Demand Response (DR) model

Fig 3. Smart thermo and Demand Response model

Smart Thermostat Model
time_index = pd . date_range (start = "2023-01-01",
periods = hours, freq = "H")
Prediction RMSE: 0.31 kWh
Total Energy Savings from Demand Response: 0.00 kWh

Demand Responce Model
adjusted_demand [i] ∗ = (1 − load_reduction_percentage)
Total Energy Savings from Demand Response: 26732.69 kWh
Total Incentive Payment to Consumers: $1336 .63

The analysis reveals that predictive techniques tailored to consumer segments enhance DR program effectiveness. For instance, machine learning outperformed other methods in residential applications, while predictive analytics proved advantageous in industrial settings.

D. ANALYSIS AND DISCUSSION

Models of demand response (DR) are crucial for controlling electricity use, especially during times of peak load. In an effort to increase grid dependability, lower energy prices, and boost overall efficiency, these models encourage users to modify their energy consumption in response to supply conditions. Peak Load Shifting, Real-Time Pricing, Time-of-Use Pricing, Behavioral Demand, and Smart Thermostat are among the models examined in this conversation. The performance measures of each model reveal information about their efficacy and potential areas for development.

The predicted root mean square error (RMSE) for the Peak Load Shifting model is 0.430 kWh, which indicates that its predictions are somewhat accurate. The fact that there is no overall load shift as a result of demand response, however, indicates that there is insufficient incentive for customers to change their consumption habits. This calls into question the methods used for engagement and whether or not participants are fully aware of the advantages of load shifting.

On the other hand, with an RMSE of 0.20 kWh, the Real-Time Pricing model shows the highest prediction accuracy. Yet, it displays no energy savings or incentive payouts, much like the Peak Load Shifting approach. This could be a result of poor customer involvement or poor communication about price changes and the possible savings that come with real-time pricing. Improving this model's efficacy requires addressing these communication barriers.

With a much greater RMSE of 70.09 kWh, the Time-of-Use Pricing model performs poorly in terms of prediction. Furthermore, the model showed no load reduction, indicating that time-based pricing incentives are not being reacted to by customers. A lack of knowledge about the financial benefits of time-of-use pricing may be the cause of this, underscoring the need for more consumer education.

On the plus side, the Behavioral Demand model shows significant energy savings of 6223.33 kWh together with a consumer incentive payment of about $ 497.87. This model probably makes good use of data into consumer behavior to encourage demand modifications. The notable energy savings suggest that behavior-based approaches may encourage further consumer engagement, which could result in even greater energy savings.

Despite having a respectable RMSE of 0.31 kWh, the Smart Thermostat model does not result in any energy savings. This discrepancy can indicate that smart thermostats' integration with consumer behavior needs to be improved or that customers need to be better informed about the advantages of utilizing such technology. The Demand Response model is notable for its 26732.69 kWh of overall energy savings and $1336.63 271 in incentive payments. This model is the most successful technique among those examined since it successfully drives load modifications, indicating consumer-resonant communication and engagement tactics. The analysis provides important new information on how different demand response models' incentive systems are structured and how consumers are engaged. The fact that some models do not save energy highlights the need for better education and communication regarding the advantages of participation. Optimizing incentive structures can also increase customer involvement and interest in these initiatives.

To improve overall performance, a diversified strategy that integrates effective components from several models is advised. Demand response programs can increase energy efficiency and savings by improving communication tactics, customizing incentives, and applying insights into customer behavior. These tactics will be further strengthened by ongoing observation and flexibility depending on actual performance and customer input, which will ultimately result in a more efficient and sustainable energy future.

III. CONCLUSION

Demand Response initiatives are essential to managing the grid sustainably. This study demonstrates the efficacy of customized DR models and how prediction-enhanced, incentive-driven tactics can result in significant load reductions. In order to better maximize DR outcomes, future research should investigate hybrid prediction approaches and adaptive incentive structures. These developments can help utilities achieve grid optimization and strong peak load management, which are essential for integrating renewable energy sources and controlling future demand growth.

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