ST3188 Statistical Methods for Market Research

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Prepared for:

ST3188 Coursework

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Executive Summary

The electric vehicle industry is rapidly growing and disrupting the traditional automotive market. Tesla, being the largest EV company, has maintained its leading position through innovative technology and comprehensive integration. Although Tesla was an early entrant into the market, competition has intensified with the emergence of competitors such as BYD. It must strengthen its business strategy to increase market share and maintain the lead to compete in a more cutthroat market. As a market research agency, we aim to analyze drivers' attitudes and brand perception towards Tesla and identify features with market potential within six months and a budget ($170,900).

This study combined Focus Groups and Online Surveys to conduct further statistical analysis. To begin with, in Factor Analysis, we identify five key factors that affect consumers' purchase willingness, then use 2-group discriminant analysis to find the relationship between them. This gives Tesla an understanding of consumers' ideas and how to make the right strategy. Next, we use Cluster Analysis to divide drivers into three groups according to their brand perception of Tesla. We also do 2-way ANOVA to explore the thoughts across different ages and genders on "depreciation". In this part, Tesla can increase product awareness for the specific target group also strengthen its business strategy in response to the perception of "product depreciation". Lastly, we will do Conjoint Analysis to let Tesla know which EV features will keep its products competitive.

Overall, we focus on growing market share, looking for potential features, raising public awareness, meeting customer satisfaction, maintaining competitiveness, and formulating the right business strategies. The above is just an overview of this proposal. Please continue to read for further details**.** **Lastly, it is important to know that the data and charts in this proposal are for reference only and are fictitious and not real data. Numbers will be added to help Tesla, our customer, better understand the results that can be achieved.**

Word count: 2880

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1. Introduction

Background information

Electric vehicles (EVs) have become one of the most dynamic industries in the world in a short period of time. Their impact on daily life is palpable. Recently, many new entrants have disrupted the automotive market with innovative technology, forcing established automakers to transform. Currently, there are a few leading EV manufacturers in the market, such as Tesla, BYD, and Volkswagen. Among them, Tesla stands out as the world's largest electric vehicle and solar panel company, with a market capitalization exceeding US$1 trillion. Not only does Tesla produce EVs, but it also supplies batteries for other automotive companies. Its disruptive innovation and comprehensive integration have completely upended the balance in the traditional auto industry. Furthermore, in the coming years, Tesla plans to expand its product offerings to include a wider range of options, such as SUVs, sports cars, and even the Cybertruck.

Core issues

The increasing emphasis on environmental protection has led to a growing demand for electric vehicles, which are expected to replace traditional fuel vehicles. As a demonstration of this trend, the California government recently announced sales of new gasoline and diesel vehicles will be banned starting in 2035. However, although Tesla was an early entrant into the market, the rapid growth of the industry and the emergence of new regulations have attracted many competitors. For instance, BYD even surpassed Tesla's global sales in the third quarter of 2022. In response, Tesla is accelerating the world's EV adoption to increase its customer base and strengthen its market position.

Research Aims

In this proposal, we aim to address the three research aims outlined in the Client Brief for Tesla. Our market research and statistical analysis will provide Tesla with valuable insights and recommendations to inform the company's strategic decision-making. The following are the three research aims for Tesla:

- RA1. Tesla would like to gain an understanding of drivers' attitudes towards Tesla.
- RA2. Tesla wants to assess the brand perception of Tesla among motorists who own vehicles from different manufacturers.
- RA3. Tesla aims to know the market potential and evolving trends in consumer preferences for Tesla's new product line.

Research Questions & Research Objectives

We subdivide RA into RQ and RO, helping us analyze more deeply and respond to RA in a clearer direction.

RA1 (drivers' attitude):

RQ1-1: What are the primary factors affecting consumers' willingness to purchase Tesla vehicles?

- **RO1-1: Identify factors affecting consumers' willingness to purchase Tesla**

In RO1-1, we will conduct a focus group to uncover the factors that impact consumers' willingness to purchase Tesla, such as safety, lower carbon footprint, etc. Afterwards, we will use factor analysis to condense and simplify these factors with high equivalence, giving Tesla a clear understanding of what consumers think about their vehicles.

RQ1-2: How does those factors from RO1-1 affect consumers' willingness to buy Tesla?

- **RO1-2: To examine the impact of these factors on consumers' purchasing decisions for Tesla vehicles.**

We will use 2-group discriminant analysis to determine the extent to all the factors in consumers' willingness to buy Tesla vehicles. With this information, Tesla can gain a deeper understanding of consumer behaviour.

RA2 (brand perception):

RQ2-1: What are the brand images of Tesla?

- **RO2-1: Identifying the main brand images of Tesla and classifying consumers into major groups.**

In RO2-1, focus groups will be utilized to identify the brand images of Tesla, such as fashionable, futuristic, and environmentally friendly. Then, a cluster analysis will be performed to divide consumers into several major groups based on their similar views. With an understanding of consumer perceptions towards Tesla, the company can tailor its business strategy to meet the needs of its target market, thereby increasing its market share.

RQ2-2: Is depreciation rate important for all age groups and genders?

- **RO2-2: Assessing the level of importance of depreciation rate by age and gender.**

In RO2-2, we will use a 2-way ANOVA to determine if the depreciation rate significantly affects attitudes towards EVs and is consistent across different age groups and genders. This will help us further support our conclusion from RO2-1.

RA3 (market potential):

RQ3-1: What are the potential features related to EVs?

- **RO3-1: Assessing the market potential of certain features related to EVs.**

In RQ3-1, focus groups will also be held first. The online survey will collect the primary quantitative data we need. Next, we'll conduct a conjoint analysis, giving Tesla insights on whether the following features are potential market drivers and align with evolving trends in consumer appetites.

2. Methodology

Research Design and Approach

In this Tesla market research proposal, we aim to understand consumer thoughts and preferences using various research methods comprehensively. Exploratory research helps us have a rough idea about our objectives and identify the key elements for further analysis. Descriptive research quantifies the information gathered from consumer feedback and online surveys, while casual research establishes the relationship between consumers' ideas and business strategies.

The data gathered from the focus group and online survey will be analyzed using statistical techniques and SPSS software to make the data more valuable and actionable for Tesla. Focus groups will provide qualitative data, while the online survey will offer quantitative insights. Tesla's customer database will also be consulted as a secondary data source.

Each research objective (RO) will employ specific methods to achieve its RAs, as outlined below:
RO1-1: Focus group & Factor analysis
RO1-2: 2-Group Discriminant
RO2-1: Focus group & Cluster analysis
RO2-2: 2-Way ANOVA
RO3-1: Focus group & Conjoint analysis.

Data

Primary Data:		
Research Objectives	**Variables**	**Data type**
Condition	Drivers & non-drivers	Categorical nominal
	Tesla users & non-Tesla users	Categorical nominal
	Regions	Categorical nominal
RO1-1 & RO1-2	Safety	7 points Likert Scale
	Battery charging time	
	Charging speed	
	Maintenance fee	
	Lower carbon footprint	
	Cost of fossil fuels	
	Colour	
	Charging Point	
RO2-1 & RO2-2	Fashionable	7 points Likert Scale
	Futuristic	
	Sustainable	
	Unreliable	
	Depreciation rate	
	Disruptive	
	Overhyped	
	Luxury	
RQ2-2	Age	Continuous
	Gender	Categorical nominal
	Importance of depreciation	9 points Likert Scale
RO3-1	Autopilot	3 points Likert Scale
	Karaoke	
	Bioweapon	
	defence mode	
Secondary Data:		
	Global EV distribution	Numeric
	Five regions' TESLA VS non-Tesla ratios	Numeric

3. Sampling Design

In this market research, we use the stratified sampling method. In this approach, the sample is selected before conducting simple random sampling. This method was chosen due to the short time limits (6 months) and higher representation accuracy. It also allows for the division of a large number of participants into distinct groups, resulting in a sample more representative of the real-world scenario.

To achieve this, we will target five major markets and regions around the world, as determined by industry experts, which are:

- North America
- Europe
- East Asia
- Southeast Asia
- Oceania

We obtained the global EV distribution for these five regions from the secondary database. Afterwards, the sample size formula will be used to calculate the number of Tesla and non-Tesla users required to be sampled. As an example, let us consider North America.

Sample Size

We can calculate how many participants we need with the following Sample Size Formula.

$$n \geq \frac{Z_{\alpha/2}{}^2\left(p(1-p)\right)}{e^2}$$

The Literature Review shows that 72% of North American electric vehicle (EV) users are Tesla users, while 28% use non-Tesla brands. However, we set a margin of error of ±0.05. A reward of US$12 will be offered for each completed survey. It is estimated that the completion rate will be 60%.

$$n \geq \frac{(1.96)^2\left(0.72(1-0.72)\right)}{0.05^2} = 309.7866 \approx 310$$

$$n \geq \frac{1}{0.6} \times 310 = 516.666 \approx 517$$

n = sample size
Z = the Z-score for a 95% confidence level (1.96)
p = percentage of Tesla users in North America (0.72)
E = margin of error (0.05)

Based on these numbers, we can estimate that out of 517 participants, 310 will fully complete the survey form. This means that in the sample, 372 (517 x 72%) will be Tesla users, while 145 (517 x 28%) will be non-Tesla users in North America. We follow the same method to calculate the other four regions and add them up. It is estimated that a total of 2,700 participants from these five regions will be needed to complete the online survey.

Focus Group

To ensure accurate representation, we will distribute the number of online focus groups following the market share of the five regional markets: North America (8 groups), Europe (10 groups), East Asia (9 groups), Southeast Asia (7 groups), and Oceania (4 groups). Each group will include ten eligible participants and three moderators, consisting of 7 Tesla owners and 3 non-Tesla owners. To avoid misunderstandings, we will communicate with participants in their local language. In appreciation of their time and effort, each participant will receive $25 as a participation reward. We have selected an online format and a group size of 10 participants to encourage open and honest communication among participants without pressure or distractions.

4. Data Analysis

Research Objective 1-1

To identify factors affecting consumers' willingness to purchase Tesla. Firstly, we conduct focus groups where participants will share their thoughts on what affects their willingness to purchase Tesla. If the responses are too brief or lacking in detail, the moderator will encourage further discussion by asking, "Can you elaborate more on that?" If participants hesitate to speak up, the moderator will ask them, "We would love to hear from you as well." After conducting the focus groups, we have identified nine major factors, which are listed below.

- V1 = Safety
- V2 = Battery charging time
- V3 = Charging speed
- V4 = Maintenance fee
- V5 = Lower carbon footprint
- V6 = Cost of fossil fuels
- V7 = Colour
- V8 = Charging Point
- V9 = Car Styling

To test the effectiveness of factor analysis, we used SPSS to generate a Correlations Matrix, KMO & Bartlett's Test, and Communalities table.

- The Correlations Matrix presents the correlations between each pair of variables. We identified that certain variables were highly correlated, as supported by the small p-values.
- The KMO statistic obtained a score of 0.626, meaning the correlation between variables can be explained by other variables.
- The significance of Bartlett's test of sphericity at the 0.05 level means the population correlation matrix is not an identity matrix.
- The Communalities table indicates the extent of variance that each variable shares with all other variables. We noticed that all variables exhibited high commonalities.

Correlation Matrix

		V1	V2	V3	V4	V5	V6	V7	V8	V9
Correlation	V1	1	.176	.233	.588	.122	.289	.453	.311	.098
	V2	.176	1	.888	.322	.123	.200	.198	.795	.125
	V3	.233	.888	1	.079	.180	.255	.344	.677	.269
	V4	.588	.322	.079	1	.228	.341	.211	.129	.198
	V5	.122	.123	.180	.228	1	.179	.148	.169	.347
	V6	.289	.200	.255	.341	.179	1	.250	.014	.399
	V7	.453	.198	.344	.211	.148	.250	1	.188	.632
	V8	.311	.795	.677	.129	.169	.014	.188	1	.353
	V9	.098	.125	.269	.198	.347	.399	.632	.353	1
Sig. (1-tailed)	V1		...	...	.00	...	...	...	...	...
	V2	...		.00	...	...	...	...	.00	...
	V3	...	.00		...	...	...	...	.00	...
	V4	.00	...	...		...	...	...	...	...
	V5	...	...	...	...		...	...	...	...
	V6	...	...	...	...	...		...	...	...
	V7	...	...	...	...	...	...		...	.00
	V8	...	.00	.00	...	...	...	...		...
	V9	...	...	...	...	...	...	.00	...	

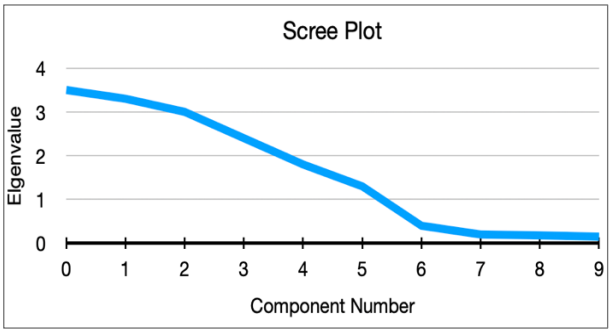
Communalities

	Initial	Extraction
V1	1.000	.888
V2	1.000	.845
V3	1.000	.788
V4	1.000	.820
V5	1.000	.846
V6	1.000	.813
V7	1.000	.844
V8	1.000	.853
V9	1.000	.890

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.626
Bartlett's Test of Sphericity	Sig	<0.001

After we confirm factor analysis is available, we try to figure out how many factors will be remained. In the Scree Plot, it's easy to see that the elbow was formed after the fifth component. In short, we can reduce 9 variables into 5 factors.



Rotated Component Matrix					
	Components				
	1	2	3	4	5
V1	.044	.023	.112	.961	.087
V2	.892	.052	.232	.013	.134
V3	.913	.222	.012	.021	.298
V4	.032	.875	.121	.099	.098
V5	.123	.311	.111	.211	.890
V6	.130	.788	.003	.233	.298
V7	.002	.129	.802	.028	.153
V8	.889	.133	.021	.216	.310
V9	.055	.242	.798	.073	.144

The Rotated Components Matrix shows that V2, V3, and V8 are highly correlated. Similarly, V4 & V6 and V7 & V9 are also highly correlated with each other. Thus, we group and name them "Charging convenience", "Daily car cost", and "Car Style".

- F1 = Charging convenience
- F2 = Daily car cost
- F3 = Car Style
- F4 = Safety
- F5 = Lower carbon footprint

The SPSS system has about 25% nonredundant residuals, which can be considered a low percentage, meaning this model fits well.

Based on the factor analysis results, we can identify these are the 5 most important factors that drive consumers' decisions to purchase a Tesla vehicle. Tesla can develop effective strategies for its business decisions by focusing on them. For example, our analysis shows that consumers are more concerned with the daily car expenses, such as maintenance and charging costs, rather than the car's purchase price. Therefore, instead of lowering the car price, Tesla could reduce daily car costs to make its products more appealing to consumers. Another important factor is the convenience of charging, so Tesla could put more effort into developing faster charging technology to meet consumer satisfaction. These are just two examples of the valuable insights that can be gained from our analysis to inform Tesla's business strategy.

Research Objective 1-2

Discriminant Analysis examines the impact of these factors on consumers' willingness to buy Tesla; we use the above five factors gained from RO1-1 as independent variables and consumers' willingness as categorical variables. Here we can see how factors change people's willingness to buy Tesla. The following is the Discriminant function:

$$\widehat{\boldsymbol{D}} = \widehat{\boldsymbol{\beta_0}} + \widehat{\boldsymbol{\beta_1}}\text{Charging convenience} + \widehat{\boldsymbol{\beta_2}}\text{Daily car cost} + \widehat{\boldsymbol{\beta_3}}\text{Car Style} + \widehat{\boldsymbol{\beta_4}}\text{Safety} + \widehat{\boldsymbol{\beta_5}}\text{Lower carbon footprint}$$

- $\widehat{\boldsymbol{D}} = discriminant\ score$
- $\widehat{\boldsymbol{\beta_0}} = estimated\ intercept$
- $\widehat{\boldsymbol{\beta_\iota}} = estimated\ discriminant\ coefficients\ or\ weights$

Eigenvalues				
Function	Eigenvalues	% of Variance	Cumulative %	Canonical Correlation
1	1.653	100.0	100.0	.912

Wilks' Lambda				
Test of Functions(s)	Walks' Lambda	Chi-square	df	Sig
1	.359	26.1	5	<0.01

The discriminant analysis results show this discriminant function is highly effective, with an Eigenvalue of 1.653 and a canonical correlation of 0.912. This function can explain 100% of the variance and is statistically significant at the 0.01 level, meaning that it is an excellent predictor of consumers' willingness to buy Tesla. Moreover, in SPSS, the "Test of Equality of Group Means" demonstrates that all these five factors significantly impact purchasing decisions.

Using this discriminant function, we can develop a formula for predicting consumers' willingness to purchase Tesla based on the five key factors in RO1-1. This can help us assess the effectiveness of our strategies and make data-driven decisions on how to improve them. By analyzing how the change of factors' value impacts the willingness to pay, also focusing on strengthening those areas, then increasing sales.

Research Objective 2-1

To know the brand images of the Tesla. Focus groups operate like in RO1-1, focusing on consumers' perception of the Tesla brand image. We selected eight important brand perceptions, and then online surveys will include the Likert scale (1 strongly disagree to 7 strongly agree). However, in this analysis, we will use the Euclidean distance method to calculate the difference between variables. Below the Proximity Matrix below can interpret the differences between variables.

- V1 = Fashionable
- V2 = Futuristic
- V3 = Sustainable
- V4 = Unreliable
- V5 = Depreciated
- V6 = Disruptive
- V7 = Overhyped
- V8 = Luxury

Variables	1	2	3	4	5	6	7	8
1								
2	1.3							
3	2.5	0.8						
4	4.3	2.3	4.3					
5	3.8	1.2	3.4	0.6				
6	2.4	0.4	3.2	3.0	3.7			
7	1.1	3.9	3.0	0.9	0.5	3.3		
8	2.3	4.2	3.3	4.9	5.1	4.5	3.0	

Ward's method will be used in this analysis to minimize the within-cluster variance. We also choose number of clusters by Icicle plot, which suggests three groups. After renaming, we distinguish them into the following three major groups.

- **Cluster 1:** People who thinks Tesla is an innovative brand.
- **Cluster 2:** People who remains skeptical of Tesla.
- **Cluster 3:** People who think Tesla is high-class.

Regarding business insights, we have learned people's perception toward Tesla, also knowing there are three main types of people: one thinks Tesla is a very innovative brand, the other remains sceptical about Tesla, and the third thinks Tesla gives people a sense of luxury. This information can be applied to the different aspects of Tesla's business decisions, such as how to accurately invest in advertising for specific groups and areas to strengthen future R&D development. These insights can also be used to increase brand awareness by customising marketing strategies for the specific target group.

Research Objective 2-2

We'll conduct 2-way ANOVA to assess the level of importance of depreciation rate (DVs) by age and gender (IVs). We'll measure the depreciation rate's importance level by the Likert scale (1=Strongly unimportant, 9= Strongly important).

H_0: ***age and gender have no overall effect on the importance of the depreciation rate***

H_1: **age or gender has an overall effect on the importance of the depreciation rate**

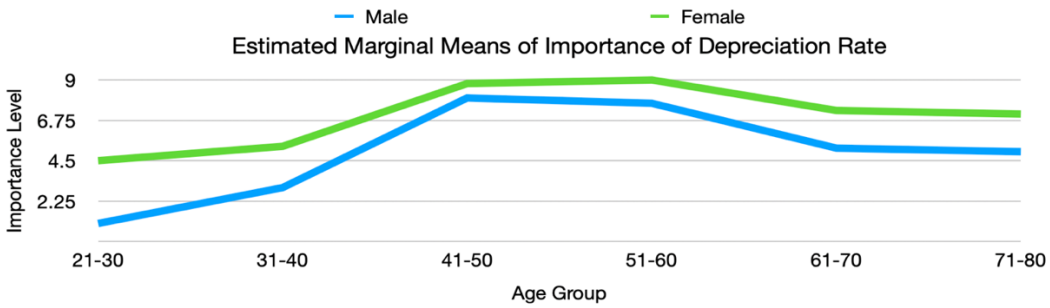
- Gender: Male & Female.
- Age: 21-30, 31-40, 41-50, 51-60, 61-70, 71-80, above 80.

The "Tests of Between-Subjects Effects" shown as below, which gives us all the information we need in this 2-way ANOVA test.

Tests of Between-Subjects Effects						
Source	Type III SUM of Squares	df	Mean Square	F	Sig	Partial Eta Squared
Corrected Model						
Intercept						
Gender						
Age						
Gender*Age						
Error						
Total						
Corrected Model						

The result shows the overall effect is significant at 0.05 level ($r < 0.05$). Thus, age and gender have a large overall effect on the importance of the depreciation rate. Moreover, the R-squared is 0.78, which means that 78% of the variation in the importance of the depreciation rate can be explained by age and gender. However, we also test out age, gender, and age*gender, all have their own main effects on the importance of depreciation rate because all their significance level is all under 0.05.

From a business point of view, we can know that both age and gender have a great influence on how they think about depreciation rate. From the following chart, we can see that overall, females pay more attention to depreciation than males, and both genders feel that depreciation is important in middle age. This information also helps Tesla develop its business strategy to grow their market share.



Research Objective 3-1

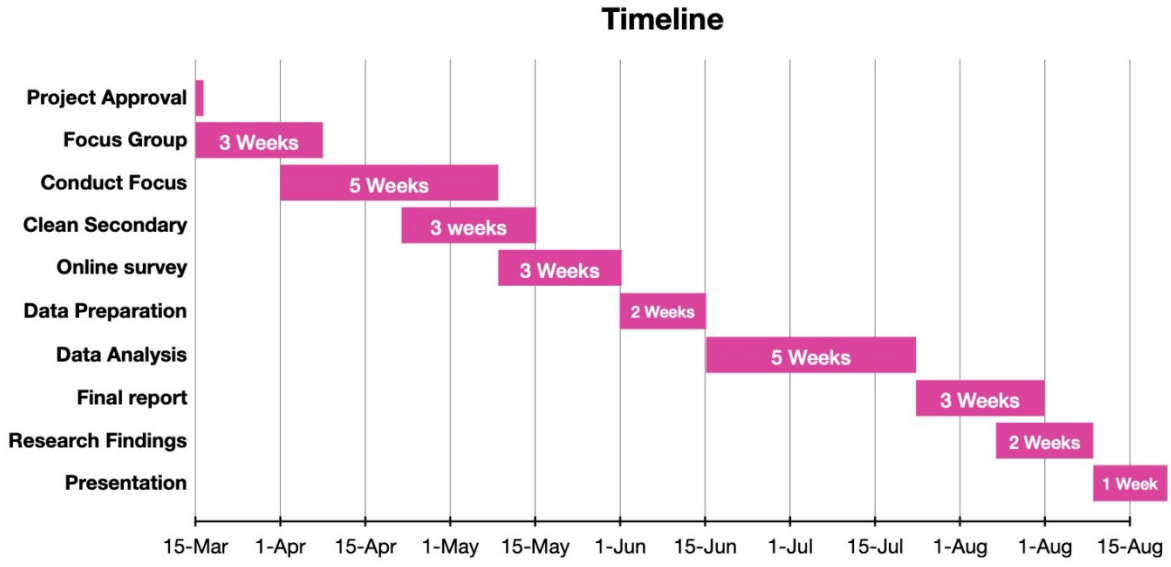
To assess the market potential of certain features. We will first conduct focus groups to understand which features they find particularly attractive. Then, using the data from the online survey to conduct conjoint analysis, assigning a rating of 1 to 3 for each feature to evaluate its market potential. The feature here is the attribute in the analysis, and we get these four are the most attractive features by customers, namely Autopilot, Karaoke, Bioweapon, Defence mode.

With SPSS, we can get the utility score, representing the corresponding market potential. Then we add up all the scores to complete the conjoint analysis. Lastly, Pearson's R lets us know the goodness of fit of this model to know the accuracy of this analysis.

Here, Tesla can know which existing functions are forward-looking and which functions have not yet been developed, but consumers want. In other words, conjoint analysis allows us to measure the relative importance of different product features and their potential for market interactions and purchase decisions. Consequently, Tesla now has a clearer direction to strengthen its product development. This will gradually increase Tesla's competitiveness in the EV market.

5. Timeline and Budget

Timeline (6 months)



The whole research will be conduct from 1 Mar to 1 Sep (6 months).

Budget

Description	Cost (US Dollar)
Online Survey Incentives	$32,400
Focus Group Incentives	$9,500
Administrative	$30,000
Data Analysis	$35,000
Human Resource (Operation)	$40,000
Miscellaneous expense	$9,000
Tax	$15,000
Total	$170,900

6. Questionnaire & Agreement

Tesla Market Research

As the world's leading electric vehicle company, Tesla provides the most advanced and exceptional experience to its customers worldwide. To ensure we continue to deliver on this commitment, we would like to hear your honest thoughts and valuable insights. This questionnaire will only take 10 minutes of your time, and we will compensate you with $12 via Paynow within a week. Please take your time to provide us with your best answers. Thank you in advance for your participation😉!

Sign in to Google to save your progress. Learn more

*Required

Agreement: *

Our marketing agency, specialising in conducting surveys. Head office address is ___. You can reach us via phone or email at __@.

As an appreciation for your participation, we offer a reward of $12. Only accept Paynow or bank transfer. With Paynow, you'll receive the amount within seven days, and with bank transfer, it'll take up to 30 days. You're responsible for confirming the transaction record yourself. In case you have any queries or concerns, please feel free to contact our customer service. If you wish to cancel the form within three days of submitting it, please get in touch with our office to cancel the form, and the reward will not be sent.

All your personal information will be kept confidentially and privatly, even if you're no longer our customer. We won't disclose your personal information to anyone unless you instruct or authorize us to do so or where we're required to do so by law or regulatory requirements. We may use your information to provide you with details about our other products and services that may be relevant to you. Under the Data Protection Act 1998, you have the right to see personal information that we hold about you in our records. If you have any queries, please write to us at our office address. We may use the information for statistical analysis, confirmation of commission payment, and/or improving the relevancy of their future marketing campaigns. Please contact us within 3 days of receiving this document if you're not comfortable with this arrangement.

- ◯ Agree

Are you a driver ? *

- ◯ Yes
- ◯ No

Next Clear form

Section 2

Are you a Tesla user? *

- ◯ Yes
- ◯ No

What is your gender? *

- ◯ Male
- ◯ Female

What is your age? *

- ◯ 20 - 30
- ◯ 30 - 40
- ◯ 40 - 50
- ◯ 50 - 60
- ◯ 60 - 70
- ◯ 70 - 80
- ◯ Above 80

What region do you currently live in? *

- ◯ North America
- ◯ Europe
- ◯ East Asia
- ◯ Southeast Asia
- ◯ Oceania

The below factors will affect your willingness to buy Tesla *

	Strongly Disagree 😵	Mostly Disagree 😩	Slightly Disagree 😟	Netural 😐	Slightly Agree 😊	Mostly Agree 😄	Strongly Agree 😍
Safety	◯	◯	◯	◯	◯	◯	◯
Battery charging time	◯	◯	◯	◯	◯	◯	◯
Charging speed	◯	◯	◯	◯	◯	◯	◯
Maintenance fee	◯	◯	◯	◯	◯	◯	◯
Lower carbon footprint	◯	◯	◯	◯	◯	◯	◯
Cost of fossil fuels	◯	◯	◯	◯	◯	◯	◯

Colour	○	○	○	○	○	○	○
Charging Point	○	○	○	○	○	○	○

How do you think about Tesla? *

	Strongly Disagree 😵	Mostly Disagree 😩	Slightly Disagree 😐	Netural 😐	Slightly Agree 😊	Mostly Agree 😄	Strongly Agree 😍
Fashionable	○	○	○	○	○	○	○
Futuristic	○	○	○	○	○	○	○
Sustainable	○	○	○	○	○	○	○
Unreliable	○	○	○	○	○	○	○
Depreciated	○	○	○	○	○	○	○
Disruptive	○	○	○	○	○	○	○
Overhyped	○	○	○	○	○	○	○
Luxury	○	○	○	○	○	○	○

How much do you care about the issue of "devaluation" *

	1	2	3	4	5	6	7	8	9	
Extremely not important	○	○	○	○	○	○	○	○	○	Extremely important

Do you think these features will attract you to buy in the electric car in the future? *

	Disagree 😢	Netural 😐	Agree 😊
Autopilot	○	○	○
Karaoke	○	○	○
Bioweapon	○	○	○
Defense mode	○	○	○

Back Submit Clear form

7. Reference

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