Supplementary File

Appendix 1: Survey on sub-factors that affects non-visual factors of a car

This study aims to determine the sub-factors that affect a car's non-visual factors at the time of purchase. While purchasing a car, give your feedback below:

1. What do you think, which factor affects the reliability of a car?
2. Which factor will you think affects the status/feeling of the prestige of a car?
3. Which type of factors will affect the fuel efficiency/ mileage of a car?
4. Which factor do you think will affect the design or form of a car?
5. Which factor will affect the warranty/quality of a car?
6. According to you, is there any factor that affects the "New features/technologies" of a car?
7. Which factor will affect the "Safety" of a car?
8. Which factor will affect an "Ergonomics" of a car?
9. What factor will affect the past experience of a car?

Appendix 2: All the sub-factors in the sequence as received from the respondents

These tables show the list of sub-factor for each non-visual factor with respect to their respective respondents. The responses are divided into parts 1 (1-7 respondents) and Part 2 (8-15 respondents). Respondents are designated by a serial no followed by their age.

Table 10 List of sub-factor for each non-visual factor (part 1).

Non-visual factors	Sub factor of non-visual						
	R 1/ 35	**R 2/29**	**R 3/ 30**	**R 4/30**	**R 5 /31**	**R 6/30**	**R 7/32**
Reliability	Safety	Airbag, brand value, Seat locking system, brake system	Extra noise, Timely service	No extra accessories in front of the car to avoid opening the airbag	Body material, New technology	Time period for maintenance, airbag, brand value.	Safety, no failure
Ergonomics	Fuel efficiency	Seat adjustment, side mirror placement, and rare view mirror placement	Leg space, the height of the roof,	Leg space, seat adjustment.	Shockers, inside space	Price, review of other, location of the agency, space inside the car.	Seating comfort, leg space, Efficient A.c., smart features in staring wheel

Non-Visual Factors of Cars on Consumer's Cognitive

Quality	driving style	Smoothness during driving, seat softness, easy brake, No malfunction	Smart technology, safety	Material, insulation.	Comfort, cost	Aerodynamic design, car design.	Look, alloy wheel, smart features, engine specification, comfort level.
Feeling of status/ prestige	Comfort	Brand, Sllikiness, design, mirror of the car, color, seat cover with a white cloth, interior	Aesthetic quality, engine power, luxury	Look, comfort level, size of the car.	Design of the car, Back sensor, Power breaks	Mileage,	Unique design, New technology, comfort level
Unique form or Design	Aerodynamics look	Sllikiness of the curve, color	Turning radius, leg space.	Ground clearance, cost, and light design.	Boots space (should be high), Attention secor	Curvy shape of light, front bonnet size (large size).	Design of head and tail light, front grill, aerodynamic look
Past experience	Safety, comfort, fuel efficiency, driving style	Brand value	New technology	Brand value,	Mileage of car, cost-effective (high features in less range)	Space, avg. of car, service quality, customer satisfaction with service staff.	Mileage, comfort level, reliability, look
New technology/features	cost, eco friendly	Hidden need	ABS, Power window, Airbag	Rarer view camera, comfort level,	Engine power(cost-effective)	Safety, price.	ABS, airbag, smart features in the steering wheel, fuel-efficient
Mileage/fuel-efficient	Eco-mode drive	Weight of car, braking type, aerodynamic look	Driver driving style, eco mode drive, weight of a person with car, proper service.	Lubricant oil, power, A.C.	Weight of vehicle, ABS	Size of car, road condition, aerodynamic look, turbo system	Engine specification, aerodynamic look
Safety		Brake, airbag, tire quality, Front mirror (means super hyper phobic mirrors)	ABS, Airbag	Light std. at night time, front mirror, airbag	Airbags, cost	Airbag, locking system price, mirror braking tool provides, braking system.	Airbag, ABS, build quality.

Table 11 List of sub-factor for each non-visual factor (part 2).

Sub factor of a non-visual factor							
R 8/32	**R 9/30**	**R 10/31**	**R 11/32**	**R 12/31**	**R 13/30**	**R 14/31**	**R 15/35**
Brand value, Build quality, prize	Cost	Past experience , Review from other parodic maintenance	Fuel efficient, Build quality, Economic, Power of engine	Road quality, Shock absorber, Sensor quality, Location of service center	Brand, Public reviews, Engine	Service time period, mileage remains constant over time, Spare part is good	mileage remains constant, service period (consistent performance in the long run), safe
Build quality, seating place, the height of the car, space	Aesthetics, Brand name, cost.	Space inside toward head, Height of the car from ground, i.e., ground clearance	Seat size, leg space, seat adjustment, staring adjustment, blind space, boot space.	Boot space, seat adjustment	Leg space, seat quality means cushions,	Design of seat	Ease of use
Same as reliability	Same as reliability.	Reliability	Build quality, testing, cost of the car, pickup time, service time, road grip	Build quality, Material used	Build quality, material, Aerodynamic look, structure, brand name	Material, good quality accessories	Engine and interface
Brand value, size of car, ego.	Brand name	Brand value, Economic level.	Comfort zone, high-end features, interiors, size of a car, lighting of the car		Brand, cost, economy	Splendid aesthetics exterior and interior	Brand, good performance
How it looks from the exterior, feeling How it looks from the inside as compared to outside.	Brand value		Look aerodynamic, curves, handles, luxuries, boot shape.	Look, Shape of lights.	Height of car, Curve of car or silhouettes, color	head and taillight design, front grill design	Shape of light
No true nowadays, New brand	Features		Purpose of fulfilment, features, extra feature within range, and not paying extra accessories should be available at all places.	Space, family size, Look	Mileage, comfort zone, post-purchase service	Driving comfort, service cost, availability of parts	mileage

Range of cost.	Cost, Brand value	Economic level	Economy level.	Cost	Easy of excess, safety, Comfort zone	Cost	Smart features, cost
Nothing	Big car, big brand, luxury cars.	Cost of car, economic level.	Power increase millage decrease, size of car, aerodynamic look	Economy level.	Engine power	eco mode drive	driver driving style, maintenance of the car
5-star rating, Brand value	If the cost is high, we did not prefer that car	No factor	Build quality, two airbags, ABS, road condition, aerodynamic look.	Build quality, Shock resistance body	Build quality, interiors, bag, type of rye, high of car, efficiency,	position of seat and steering at the time of the crash, design of the tire	Crash test results

Appendix 3: Arrangement of 20×20 matrix.

Table 12 List of sub-factors arranged in 20×20 matrix.

	F_1	F_2	F_3	F_4	F_5	F_6	F_7	F_8	F_9	F_{10}	F_{11}	F_{12}	F_{13}	F_{14}	F_{15}	F_{16}	F_{17}	F_{18}	F_{19}	F_{20}
F_1																				
F_2																				
F_3																				
F_4																				
F_5																				
F_6																				
F_7																				
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F_{18}																				
F_{19}																				
F_{20}																				

Note; F1 (Adjustable driving equipment), F2 (Aerodynamic design), F3 (ABS), F4 (Air-bags), F5 (Brand value), F6 (After-sale services), F7 (Car's build quality) , F8 (Comfortable seat design), F9 (Car cost), F10 (Design/looks of the car), F11 (Design of front grill & bonnet), F12 (Design of headlights), F13 (Eco-mode feature), F14 (Engine performance), F15 (Ground clearance), F16 (Car inside space), F17 (New accessories/feature), F18 (Reliability), F19 (Safety of the car), F20 (Weight of the car).

Appendix 4: Initial matrix

Table 13 Initial matrix from experts/professionals.

	F_1	F_2	F_3	F_4	F_5	F_6	F_7	F_8	F_9	F_{10}	F_{11}	F_{12}	F_{13}	F_{14}	F_{15}	F_{16}	F_{17}	F_{18}	F_{19}	F_{20}
F_1	0	1	1	0	3	1	1	4	3	2	0	0	0	0	0	2	2	2	4	2
F_2	0	0	0	0	1	0	1	1	2	3	2	1	0	0	1	1	1	0	2	1
F_3	0	0	0	0	4	0	1	0	2	0	0	0	0	0	0	1	1	1	4	1
F_4	0	0	0	0	4	1	0	2	4	0	0	0	0	0	0	0	1	2	4	1
F_5	3	1	4	4	0	1	3	3	2	4	3	3	4	3	1	3	4	4	4	1
F_6	1	0	0	1	1	0	2	0	2	0	0	0	0	0	0	1	1	1	3	0
F_7	1	1	1	0	3	2	0	2	3	3	3	3	0	0	1	3	2	4	4	4
F_8	4	1	0	2	3	0	2	0	3	1	1	1	1	0	1	3	3	2	2	1
F_9	3	2	2	4	2	2	3	3	0	3	3	3	3	4	1	4	4	4	4	2
F_{10}	2	2	0	0	4	0	3	1	3	0	4	4	0	0	1	3	2	1	1	1
F_{11}	0	2	0	0	3	0	3	1	3	4	0	1	0	0	0	0	0	3	3	2
F_{12}	0	1	0	0	3	0	3	1	3	4	1	0	0	0	0	0	0	1	0	1
F_{13}	0	0	0	0	4	0	0	1	3	0	0	0	0	4	0	0	2	0	0	0
F_{14}	0	0	0	0	3	0	0	0	4	0	0	0	4	0	0	0	1	1	1	1
F_{15}	0	1	0	0	1	0	1	1	1	1	0	0	0	0	0	1	0	2	2	2
F_{16}	2	1	1	0	3	1	3	3	4	3	0	0	0	0	1	0	1	1	1	1
F_{17}	2	1	1	1	4	1	2	3	4	2	0	0	2	1	0	1	0	1	4	1
F_{18}	2	0	1	2	4	1	4	2	4	1	3	1	0	1	2	1	1	0	4	2
F_{19}	4	2	4	4	4	3	4	3	4	1	3	0	0	1	2	1	4	4	0	2
F_{20}	2	1	1	1	1	0	4	1	3	1	2	1	0	1	2	1	1	2	2	0