

Codebook: Variable Definitions and Coding Scheme

Manuscript title:

Why They Go: Behavioral Logic of Rural Micro-Vacations in China through Push–Pull Motivation and the Theory of Planned Behavior

Data source:

The data were collected through a structured questionnaire administered via Wenjuanxing. The questionnaire was originally designed in Chinese. The anonymised raw dataset and the cleaned/encoded dataset are provided separately. This codebook is provided to clarify the variable definitions, coding schemes, and data transformations used in the anonymised raw dataset and the cleaned/encoded dataset.

Scale for measurement items:

All construct measurement items were measured using a five-point Likert scale: No reverse-coded items were used.

Code	Meaning
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

1. Administrative Variables in the Raw Dataset

Variable in raw dataset	Description	Coding / Format	Notes
Response_ID	Unique response number	Sequential ID	Assigned to each questionnaire response
Submit_Date	Date of questionnaire submission	YYYY/M/D	Only the date was retained; exact submission time was removed
Duration	Time taken to complete the questionnaire	Seconds	Exported from Wenjuanxing
Source	Original submission channel	Chinese labels retained	手机提交 = mobile submission; 微信 = WeChat; 链接 = survey link

Note: IP addresses, source details, platform-generated total scores, and other personally identifiable or irrelevant platform-generated information were removed from the anonymised raw dataset.

2. Construct Measurement Variables

Construct	Variable in raw dataset	Variable in cleaned dataset	Original Chinese item	English translation	Coding
Push Motivation	PM1_original	PM1	我选择乡村微度假，是为了逃离城市生活的节奏与压力。	I choose rural micro-vacations to escape the fast-paced and stressful urban life.	1 = strongly disagree; 5 = strongly agree
Push Motivation	PM2_original	PM2	我认为乡村微度假能让我在短时间内身心放松与恢复精力。	I believe rural micro-vacations help me relax and restore my energy in a short period.	1 = strongly disagree; 5 = strongly agree
Push Motivation	PM3_original	PM3	我期望通过乡村微度假来缓解日常生活中的心理疲惫。	I expect rural micro-vacations to relieve the mental fatigue caused by daily routines.	1 = strongly disagree; 5 = strongly agree
Push Motivation	PM4_original	PM4	乡村微度假能满足我亲近自然、追求内心平静的需要。	Rural micro-vacations satisfy my need for reconnecting with nature and inner peace.	1 = strongly disagree; 5 = strongly agree
Pull Motivation	LM1_original	LM1	乡村微度假的自然环境（如山水田园）对我很有吸引力。	The natural environment, such as mountains and fields, of rural micro-vacation destinations is attractive to me.	1 = strongly disagree; 5 = strongly agree
Pull Motivation	LM2_original	LM2	我对乡村文化和地方特色感兴趣。	I am interested in rural culture and local traditions.	1 = strongly disagree; 5 = strongly agree
Pull Motivation	LM3_original	LM3	我认为乡村目的地提供了丰富的活动和休闲体验。	I think rural destinations offer a variety of engaging activities and leisure experiences.	1 = strongly disagree; 5 = strongly agree
Pull Motivation	LM4_original	LM4	我对乡村旅游目的地的美食与人情味充满期待。	I look forward to the local cuisine and hospitality of rural destinations.	1 = strongly disagree; 5 = strongly agree
Attitude	AT1_original	AT1	我认为参加乡村微度假是一种积极有益的活动。	I consider participating in rural micro-vacations to be a beneficial and positive activity.	1 = strongly disagree; 5 = strongly agree
Attitude	AT2_original	AT2	我享受在乡村地区度过短期假期的体验。	I enjoy the experience of spending short holidays in rural areas.	1 = strongly disagree; 5 = strongly agree
Attitude	AT3_original	AT3	乡村微度假是我所喜欢的休闲方式之一。	Rural micro-vacations are one of my preferred leisure choices.	1 = strongly disagree; 5 = strongly agree
Attitude	AT4_original	AT4	参与乡村微度假对我来说具有重要的个人价值。	Participating in rural micro-vacations holds significant personal value for me.	1 = strongly disagree; 5 = strongly agree
Subjective Norm	SN1_original	SN1	我的家人和朋友支持我参加乡村微度假。	My family and friends support my participation in rural micro-vacations.	1 = strongly disagree; 5 = strongly agree
Subjective Norm	SN2_original	SN2	重要他人认为我应该去乡村微度假。	Important people in my life think I should engage in rural micro-vacations.	1 = strongly disagree; 5 = strongly agree

Subjective Norm	SN3_original	SN3	身边的人普遍认可乡村微度假是一种值得参与的休闲方式。	People around me generally regard rural micro-vacations as a worthwhile leisure activity.	1 = strongly disagree; 5 = strongly agree
Subjective Norm	SN4_original	SN4	若我不参加乡村微度假，我会觉得与他人脱节。	I would feel disconnected from others if I did not participate in rural micro-vacations.	1 = strongly disagree; 5 = strongly agree
Perceived Behavioral Control	PBC1_original	PBC1	我有足够的时间安排乡村微度假。	I have enough time to plan and participate in rural micro-vacations.	1 = strongly disagree; 5 = strongly agree
Perceived Behavioral Control	PBC2_original	PBC2	我的经济状况允许我进行乡村微度假旅行。	My financial situation allows me to take rural micro-vacations.	1 = strongly disagree; 5 = strongly agree
Perceived Behavioral Control	PBC3_original	PBC3	我可以轻松获取乡村微度假的相关信息（如交通、住宿、景点）。	I can easily obtain information about rural micro-vacations, such as transportation, accommodation, and attractions.	1 = strongly disagree; 5 = strongly agree
Perceived Behavioral Control	PBC4_original	PBC4	安排乡村微度假对我来说并不困难。	Arranging a rural micro-vacation is not difficult for me.	1 = strongly disagree; 5 = strongly agree
Behavioral Intention	BI1_original	BI1	我愿意在未来再次选择乡村微度假作为旅游方式。	I intend to choose rural micro-vacations again in the future.	1 = strongly disagree; 5 = strongly agree
Behavioral Intention	BI2_original	BI2	如果有合适的机会，我会前往不同的乡村目的地体验微度假。	If opportunities arise, I am willing to explore different rural destinations for micro-vacations.	1 = strongly disagree; 5 = strongly agree
Behavioral Intention	BI3_original	BI3	我愿意在乡村微度假过程中为本地商品、活动或服务付费。	I am willing to spend money on local products, activities, or services during rural micro-vacations.	1 = strongly disagree; 5 = strongly agree
Behavioral Intention	BI4_original	BI4	我会向亲友推荐乡村微度假作为一种值得尝试的休闲方式。	I will recommend rural micro-vacations to my family and friends.	1 = strongly disagree; 5 = strongly agree

3. Demographic and Background Variables

Variable in raw dataset	Variable in cleaned dataset	Description	Coding
Gender_original	Gender	Respondent gender	1 = Male; 2 = Female
Marital_status_original	Marital status	Marital status	1 = Married; 2 = Unmarried
Age_original	Age	Age group	1 = 18–20 years; 2 = 21–30 years; 3 = 31–40 years; 4 = 41–50 years; 5 = 50 years and above
Academic_qualifications_original	Academic qualifications	Education level	1 = High school and below; 2 = College diploma; 3 = Bachelor's degree; 4 = Master's degree
Monthly_Income_original	Monthly Income	Monthly income	1 = Below 4,000 yuan; 2 = 4,000–8,000 yuan; 3 = 8,000–12,000 yuan; 4 = Above 12,000 yuan
Occupation_original	Occupation	Occupation	1 = Student; 2 = Public officer; 3 = Office worker; 4 = Professional; 5 = Self-employed; 6 = Other
TravelCompanionType_original	Travel Companion Type	Travel companion type	1 = Alone; 2 = Friends; 3 = Partner; 4 = Family

4. Derived Variables in the Cleaned Dataset

The following variables were calculated in the cleaned dataset for statistical analysis. Each construct-level score was calculated as the mean score of its corresponding measurement items.

Derived variable	Formula	Description
PM	Mean(PM1, PM2, PM3, PM4)	Mean score of Push Motivation
LM	Mean(LM1, LM2, LM3, LM4)	Mean score of Pull Motivation
AT	Mean(AT1, AT2, AT3, AT4)	Mean score of Attitude
SN	Mean(SN1, SN2, SN3, SN4)	Mean score of Subjective Norm
PBC	Mean(PBC1, PBC2, PBC3, PBC4)	Mean score of Perceived Behavioral Control
BI	Mean(BI1, BI2, BI3, BI4)	Mean score of Behavioral Intention

5. Grouping Variable

The cleaned dataset includes an age grouping variable used for the multi-group analysis reported in the manuscript. This variable was recoded from the original age category.

Variable	Description	Coding
Age_Group	Age cohort used for multi-group analysis	1 = Young group, 18–30 years; 2 = Middle age group, 31–50 years; 3 = Older group, 50 years and above

Note: The variable **Age_Group** was recoded from the original age variable. The original age variable was coded as follows: 1 = 18–20 years; 2 = 21–30 years; 3 = 31–40 years; 4 = 41–50 years; 5 = 50 years and above. In the cleaned dataset, **Age_Group** was recoded into three cohorts: 1 = 18–30 years, 2 = 31–50 years, and 3 = 50 years and above. The variables **GroupType** and **GroupType1** were removed from the final cleaned dataset because they were not used in the final manuscript

6. Data Cleaning and Transformation Notes

The anonymised raw dataset retains the original survey responses exported from Wenjuanxing after removing personally identifiable information and irrelevant platform-generated fields. No responses were recoded and no cases were excluded in the anonymised raw dataset. The cleaned and encoded dataset contains the valid responses used for statistical analysis. During data cleaning, invalid responses were excluded based on the predefined screening criteria, response duration, and response quality checks. Responses completed in less than 90 seconds and responses showing patterned answering behavior were removed. A total of 276 valid responses were retained for analysis. The cleaned dataset uses the same item codes as those reported in the manuscript, including PM1–PM4, LM1–LM4, AT1–AT4, SN1–SN4, PBC1–PBC4, and BI1–BI4. Construct-level mean scores were calculated by averaging the corresponding item scores. No additional custom statistical code or scripts were used in this study. Data screening, coding, descriptive statistics, reliability analysis, validity testing, and structural equation modelling were conducted using SPSS and AMOS.

7. Sources of Measurement Items

Construct	Sources
Push Motivation	Suhartanto et al. (2025); Xu & Chan (2016)
Pull Motivation	Suhartanto et al. (2025); Xu & Chan (2016)
Attitude	Woosnam et al. (2024); Soliman (2021); Ajzen (1991)
Subjective Norm	Woosnam et al. (2024); Soliman (2021); Ajzen (1991)
Perceived Behavioral Control	Woosnam et al. (2024); Soliman (2021); Ajzen (1991)
Behavioral Intention	Pujiastuti et al. (2017); Erul et al. (2020)