**Overview**

This dataset is used to study the impact of situational identities on tourists' citizenship behavior (TCB), the mediating mechanisms (i.e., positive self-esteem and fear of missing out), and the moderators (social crowding and personality traits) of the process among metaverse platform users in the Chinese tourism industry. Data were collected through three scenario experiments (*online* n1 = 289; *offline* n2 = 144; n3 = 201)

**File List**

- `Data of three studies.xlsx`: Contains all data in an Excel file.

- `README.md`: This file, provides detailed information about the dataset.

**Data, Codes, and Symbols Description**

- `Personality`: Extroversion (positive score) vs. Introversion (negative deduction)

- `Identity`: `Multiple identities` = `1`, `Single identities`= `0`

- `Positive Self-Esteem`: Scale score, ranging from 1 to 5

- `Fear of Missing Out`: Scale score, ranging from 1 to 5

- `Citizenship behavior`: Scale score, ranging from 1 to 5

- `Gender`: `Male` = `1`, `Female`= `0`

-`Age`: Scale score, ranging from 1 to 5

-`Education`: Scale score, ranging from 1 to 5

-` Sample type`: `Student` = `1`. `Non-student` = `1`

-` Consumption level`: Scale score, ranging from 1 to 5

**Data Collection Method**

Three rounds of random sampling were employed: 1. Online survey selection: An online survey was conducted utilizing Credamo's random sampling method. Respondents who consented to participate in the survey were randomly selected, ensuring a diverse sample reflective of the target population. 2. Offline scenario experiment - Outside the community: respondents were randomly attributed to one of the 2 (situational identity: multiple vs. single) × 2 (social crowding: high vs. low) between-subject design, with operation guidance, and structured questionnaire with manipulation test items, measurement, and demographic information, ensuring privacy and encouraging unbiased responses. 3. Offline scenario experiment – Inside the community: similarly, respondents were again randomized into one of the four conditions (situational identity: multiple vs. single) × 2 (social crowding: high vs. low) between-subject design. This experiment involved respondents filling out a personality test questionnaire, ensuring privacy and encouraging unbiased responses.

**Data Usage Suggestions**

Use statistical software such as SPSS with Process plug-in, Amos, or SmartPLS to analyze the data and explore the relationships between variables.