

Executive Summary

The purpose of this study was to examine entrepreneur motivation in GuangZhou, China. This study collected a sample of 337 respondents from three different groups: (1) **Group 1**, people who do not want to start a business; (2) **Group 2**, people who want to start a business but have not yet tried; and (3) **Group 3**, people who have already started a business and succeeded, i.e., entrepreneurs. This study hypothesized that entrepreneur characteristics and the external business environment have great contributions to motivation to start a business. It was expected that entrepreneur characteristics, including Achievement-Striving, Optimism, and Attitude Toward Social Networking are positively related to Motivation to Start a Business. And the external environment, measured by Evaluation of the Business Environment, is positively related to motivation to start a business. **Group 3** was expected to be higher in entrepreneur characteristics and evaluations of the business environment than **Group 2**, and **Group 2** was expected to be higher than **Group 1**. In this study, correlations, ANOVAs, and multiple regression analysis were used to test the hypotheses. The results showed that all entrepreneur characteristics (Achievement-Striving, Optimism, and Attitude Toward Social Networking) and the external environment (Evaluation of the Business Environment) were significantly and positively correlated with motivation to start a business. Of the demographic variables, Educational Level was significantly and negatively related to motivation to start a business. Moreover, males had higher motivation to start a business than did females. In addition, Achievement-Striving was found to be the most significant predictor for motivation to start a business. Implications for motivating more people to start businesses, limitations of the study, and future research are also discussed.