

Trust Transfer and Its Impact on China Consumer's Purchase Intention for Green Agricultural Products in Live Streaming: The Moderating Role of E-Store Reputation

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Abstract. As China's economy grows and citizens' quality of life rises, people are more concentrates on food safety issues and quality of agricultural products grows. Therefore, green agricultural products have become welcomed because it can help food safety and pollute control. In that situation, live streaming is proposed to promote the development of green agricultural products. This study used trust transfer theory to explore how trust transfers from the product and the streamer provided to the live streaming e-store and eventually lead to purchase intention for green agricultural products in live streaming. This study could bring more insight into trust and the underlying mechanism of how live streaming increases product sales.

Keywords: Green agricultural products; Live streaming; Trust transfer theory; Purchase intention

1. Introduction

Sustainable development is progressively portrayed as a conduit to all that is virtuous and sought after in society (Holden et al., 2014). As a critically important part of the sustainable development path, food security issues are closely linked to the life and death of human society (Friel & Ford, 2015) and represent fundamental prerequisites for public safety and human health. Ensuring food security is crucial. Therefore, green agricultural products have gradually been welcomed (Dong et al., 2022), as the green agricultural products' entire process of production, planting, processing, and distribution follows strict standards, and requires the rational use of inputs to avoid chemical contamination of agricultural products (Lazaroiu et al., 2019), helping to build consumer trust and confidence in the quality, safety, and environmental sustainability of green produce (Lazaroiu et al., 2019). However, the positive attitude towards green agricultural products is increasing in China (Rehber & Turhan, 2002); the development of green agriculture in China has not been smooth. Therefore, the Chinese government decided to use the live streaming platform to sell green agricultural products to boost farmers' incomes and issued the No. 1 Central Document in 2023 to support the construction of a live streaming e-commerce base for green agricultural products (Dong et al., 2022).

Nowadays, green agricultural product livestreaming e-commerce is rising and developing rapidly, becoming a new highlight and driving force for agricultural and rural development in China. Nevertheless, Chinese consumers' purchase intention for green agricultural products on live streaming platforms is not as strong as expected (Bekele et al., 2017; Dong et al., 2022). Therefore, to study consumers' purchase intention for green agricultural products on live streaming, the factors that influence it should be further investigated. Consumers' purchase intention can be influenced by various factors (S. Chen, 2024). Trust is a significant element of online consumer behavior (Gefen, 2000), and a key factor impacting online consumer desire intention as well (Gefen & Straub, 2004). Consumers' purchasing intentions are largely influenced by their trust in certain product types (Chen et al. 2024). In terms of consumer trust, the primary cause of numerous unsuccessful online transactions is typically attributed to 'lack of consumer trust' (Gefen & Straub, 2004), which is then a crucial indicator of purchase intention in an online platform. Consumers' lack of trust is an important reason why they watch streaming of green agricultural products more frequently but have a lower intention to purchase them (Y. Wang et al., 2024).

Therefore, to increase consumers' purchase intention for green agricultural products, it is important to explore the processes and consequences of trust in live streaming. While consumers interact directly with streamers and products during live streaming, their actual purchasing decisions are ultimately made through e-stores. This study, therefore, employs trust transfer theory to examine whether consumer trust in streamers and products can be transferred to e-stores in live streaming. Meanwhile, due to consumers not being able to directly touch or try the product or the streamer in live streaming, it is difficult for consumers to distinguish between high-quality and low-quality green agricultural products (Li, 2022). Therefore, e-store reputation can be regarded as a reliable signal (Utz et al., 2012), and serves as a basis for selecting green agricultural products, as it is not easily manipulated and has a significant impact on consumer trust. Therefore, this study will also test the moderating effect of e-store reputation on the transfer of consumer trust.

Unlike past studies that treat consumer trust as a whole, this study divided consumer trust into three entities: trust in product, trust in streamer, and trust in e-store (Nguyen et al., 2025). Meanwhile, past studies used trust transfer theory to examine only the direct relationship between entities. This study proposed a moderating variable, e-store reputation, to examine the moderating role of these variables in the trust transfer process, thereby filling a gap in the literature on the influence of moderator variables on this process (Nun et al., 2025).

2. Literature Review

2.1. Live streaming commerce

Live streaming constitutes a form of user-generated content (B. Lu & Chen, 2021). It is a unique amalgamation of many media formats, wherein a streamer transmits real-time video content encompassing games, talent showcases, daily activities, and more (B. Lu & Chen, 2021). Consumers can talk and interact with streamers through live streaming, and consumers can also interact with each other in real time by sending bullet screens. The widespread popularity of live streaming has greatly promoted its application in daily marketing activities and promoted the prosperity of the e-commerce economy (B. Lu & Chen, 2021).

Unlike the relatively low product purchase rate on traditional e-commerce platforms, live streaming can improve consumers' purchase intention by reducing perceived uncertainty, thereby achieving an ideal turnover (B. Lu & Chen, 2021). However, many factors affect consumers' purchase intentions. How to promote consumers' purchase intention and improve online purchasing through a live-streaming platform is an interesting topic worth discussing. Many scholars agreed that a key component of online consumer behavior is trust (Gefen, 2000; McKnight et al., 1998), which is a crucial element influencing the online consumers' purchase intention as well (Gefen & Straub, 2004). Consumers' purchasing intention is largely influenced by their trust in certain kinds of products (S. Chen, 2024), lacking trust is an important reason why they watch streaming more frequently but have a lower intention to purchase them (Y. Wang et al., 2024). Therefore, this study explored the determinants, processes, and consequences of trust in green agricultural products in live streaming, providing an in-depth understanding of the trust-building mechanisms during live-streaming viewing.

2.2. Trust transfer theory

Stewart (2003) developed the trust transferring theory, whose theoretical basis is attribution theory (J. Chen & Shen, 2015), which postulates that trust can be transferred from a known source to an unfamiliar target if a specific affiliation exists between the two entities (Y. Lu et al., 2011). The trust transfer process generally consists of two main channels: intra-channel trust transfer and inter-channel trust transfer (Lee & Hong, 2019). When an individual's trust in an organization or product is transferred to another related organization or product within the same channel, it is referred to as an intra-channel trust transfer process (Lin et al., 2011). Furthermore, when trust can be transferred from one channel or context to another, inter-channel trust transfer occurs (Lin et al., 2011).

When studying consumer's purchase intentions, trust transfer theory is often employed to investigate the impact of trust for purchase intention. Trust transfer theory is also a well-established framework in the field of trust research, particularly relevant to understanding how trust is formed in new or unfamiliar contexts. Trust transfer theory's applicability across various domains, including e-commerce (Harrigan et al., 2021; Mou et al., 2020), organizational behavior (Kim & Kim, 2020), and technology adoption (Harrigan et al., 2021). The theory has been instrumental in explaining how trust in one entity can be transferred to another entity based on the perceived association or relationship between the two. This process of trust transfer is particularly significant in environments where direct evidence of trustworthiness is lacking, and individuals rely on existing trust relationships to form new trust judgments.

Moreover, trust transfer theory provides a robust explanatory framework for understanding the dynamics of trust in complex, multi-layered systems. It accounts for the nuances of trust relationships that are not strictly dyadic but involve multiple actors and intermediaries. This makes the theory particularly valuable in explaining trust dynamics in digital ecosystems, where trust is often mediated by technology and intermediaries (Cheng et al., 2017).

In live streaming, even though consumers trust the streamers and products, it does not mean that the consumers will trust the e-store, as various other services (i.e. logistics, after-sales services, etc.) are

also provided by e-store in live streaming except products and streamers. Hence, with the involvement of the trust transfer theory, this research is intended to explore whether trust can be transferred from products and streamers provided by e-store in live streaming to the entire e-store in live streaming, thereby further influencing consumer purchase intention. In live streaming, consumers cannot have direct contact with the streamer, so they usually rely on other factors to judge the streamer's credibility. Currently, the e-store's reputation is vital. Highly reputable stores can help consumers perceive the platform's credibility, thereby reducing their doubts. In many variable relationships, e-store reputation has been tested as a moderating variable (Bennett & Gabriel, 2001; Li, 2022; K. Wang et al., 2024), but its impact on the trust transfer process has not been tested as a moderator. Therefore, this study investigates the regulatory effect of e-store reputation on the process of consumer trust transfer, aiming to address the deficiency in trust transfer theory.

3. Research Model and Hypotheses

Based on trust transfer theory, this study examines the process and performance of trust in live streaming for green agricultural products, with the consideration of moderating role of e-store reputation on trust transfer process. Figure 1 shows the proposed conceptual framework. Meanwhile, the details of hypotheses will be discussed below.

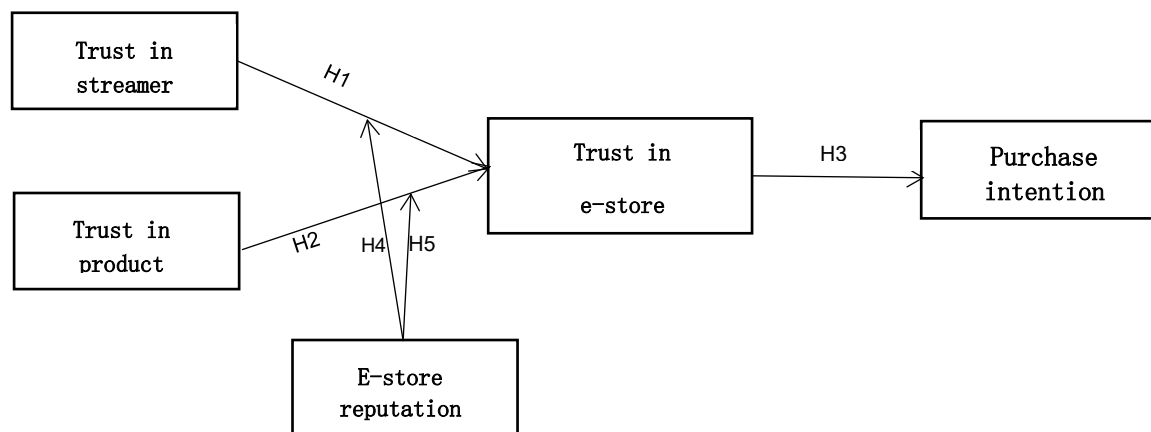


Fig. 1: Conceptual model

3.1. Trust in streamer and trust in e-store

Based on trust transfer theory, trust can be transferred from one trusted source to another person or group with little or no direct experience of the trustor in a social business environment (Sharma et al., 2019). Existing studies have demonstrated the important role of trust transfer in digital transactions from different contexts. Based on the trust transfer theory, Zhao et al. (2019) found that when consumers trust the seller, this trust may be further transferred to the seller's recommended brand, thereby forming brand trust. If consumers lack basic trust in sellers, it is difficult to build trust in the broader e-commerce environment, and transactions are also less likely to occur (Larasetiati & Ali, 2019). Punyatoya et al. (2019) noted that cognitive and emotional trust together constitute consumers' general trust, and that consumers' trust in online retailers can be regarded as a form of cognitive trust.

In the context of live e-commerce, consumers often judge whether a trading partner is reliable not only by product information but also by the streamer's expression, professional explanations, and response attitude. Therefore, consumers' trust in streamers not only affects their acceptance of live streaming content but may also further affect their overall trust in the relevant e-store. At the same time,

it should be noted that even if consumers trust the streamer, they may still be cautious about the e-store's credibility. In live e-commerce, the streamer mainly affects consumers' perception of product information and the purchase situation, while the e-store is responsible for transaction performance, quality assurance, order processing, and after-sales service. Therefore, consumers may trust the streamer who recommends the product, but they still need to determine whether the e-store that sells and fulfills the transaction is trustworthy.

Although existing studies have fully revealed the relationships among seller trust, brand trust, and consumer behavior, the discussion of the direct relationship between trust in streamer and trust in e-store in the context of live e-commerce remains relatively limited. Therefore, this study suggests that if consumers trust the streamer, it will significantly affect their sense of trust in e-store. Therefore, to fill this gap, this study hypothesized that.

Hypothesis 1 (H1): Trust in streamer has a significant influence on trust in e-store

3.2. Trust in product and trust in e-store

Trust in product, defined as the conviction that a product will live up to their expectations and seem and perform as promised (Wongkitrungrueng & Assarut, 2020; M. Zhang et al., 2022). In the context of live e-commerce, consumers' trust in green agricultural products helps consumers form a positive attitude towards green agricultural products (M. Zhang et al., 2022). Compared with traditional online shopping, live streaming can address the problems of insufficient information and lack of experience in online transactions by providing a more realistic, instant product presentation, which can help reduce consumers' uncertainty about product quality, performance, and the real situation. Therefore, when consumers believe the products displayed in the live streaming are authentic and reliable, their trust in the products themselves will be strengthened. Existing studies have shown that trust plays an important role in Internet of Things adoption, social business participation, food consumption, financial technology innovation adoption, and digital purchase decision-making (AlHogail, 2018; Benson et al., 2020; Ricci et al., 2018; Sharma et al., 2019; H. Stewart & Jürjens, 2018). In recent years, relevant studies have also pointed out that emerging digital content, such as AI-generated content, is reshaping the formation mechanism of consumer trust (Jiang et al., 2024). It can be seen that trust in product is not a general evaluation of the quality of green agricultural products by consumers, but rather an important psychological mechanism for understanding information about green agricultural products, assessing their risks, and forming purchase decisions in the digital consumption environment.

However, even if consumers believe that the green agricultural products recommended on live streaming are of high quality, they may still have doubts about the credibility of the e-store that provides them. Consumers' doubts mainly center on whether after-sales service is perfect, whether logistics distribution is reliable, whether consumer complaints are handled in a timely manner, and whether there is a gap between live-streaming publicity and actual transaction performance. Although the product's credibility may enhance consumers' confidence in it in the short term, it may not fully instill trust in the e-stores that sell and fulfill their transaction responsibilities. Although existing studies have discussed the trust transfer process between product and streamer (C.-D. Chen et al., 2022; Wongkitrungrueng & Assarut, 2020), there is still insufficient discussion on whether there is trust transfer between product and e-store in the context of live e-commerce. Therefore, this study proposes that if consumers trusted in the product in live streaming, it will significantly affect trust in e-store. Therefore, to fill this gap, this study hypothesizes.

Hypothesis 2 (H2): Trust in product has a significant influence on trust in e-store

3.3. Trust in e-store and purchase intention

In the context of digital marketing, trust in e-store is an important pre-variable that affects consumers' purchase intention. Trust in e-store primarily refers to consumers' perception of trust in true online stores (McKnight et al., 2002). Trust in e-store refers to consumer perception of good intentions towards e-store (Wongkitrungrueng & Assarut, 2020). Existing studies have confirmed the significant influence of trust on consumers' purchase intentions across different e-commerce contexts. Zhao et al (2019) noted that, because the transaction rules and system protections in C2C social business are less well established than in traditional e-commerce, consumers need to assess sellers' credibility before buying. There are high uncertainties and potential risks in the e-commerce environment, the lack of a reliable protection mechanism will lead consumers to rely more on sellers' trust to reduce transaction concerns (Gefen & Straub, 2004). Mahliza (2020) also argues that when consumers believe sellers are trustworthy, their purchase intention is significantly enhanced. The above research shows that in the digital trading environment, trust is not a subsidiary factor in consumers' purchase decisions but a key psychological mechanism that reduces transaction uncertainty, mitigates risk perception, and promotes the formation of purchase intention.

In the context of live e-commerce, the role of trust in e-store on purchase intention is more prominent. Even if consumers are interested in the live streaming content and the products recommended by the streamer, if they have doubts about product quality or e-store's delivery capacity, their purchase intention may still be inhibited. Hence, this study indicates that trust in e-store plays a key driving role in the formation of consumer' purchase intention. Therefore, this study hypothesizes that;

Hypothesis 3 (H3): Trust in e-store has a significant influence on purchase intention.

3.4. Moderating role of e-store reputation

In prior studies, e-store reputation has been used as a moderating variable. Pacheco et al. (2015) used retailer reputation as a moderating variable to examine its effect on the relationship between value markdown and consumer evaluations. This study found that retailer reputation negatively moderates the relationship between value markdown and consumer evaluations. Saravade (2021) has tested the moderating effect of store reputation on the relationship between descriptive specification and over purchase of food. The study suggested that store reputation positively moderates the relationship between descriptive specification and over purchase of food. In summary, e-store reputation is widely considered to be a key moderating variable. An e-store's reputation has a profound impact on consumers' evaluations and purchasing decisions. Specifically, e-stores with high reputations can enhance consumers' positive evaluations of promotions and increase consumers' purchase intentions and loyalty.

However, in live streaming, consumers cannot directly touch or try products to evaluate their quality, so it is difficult for them to verify product reliability. Meanwhile, due to the lack of face-to-face interaction, consumers often rely on other factors to judge a streamer's credibility. The e-store's reputation will play a crucial role. High-reputation stores can enhance consumer trust by establishing a trustworthy platform environment and reducing consumer doubts. Metzger (2006) compared two stores with different reputations and found that reputation significantly influenced consumer trust. What's more, e-store reputation is not easily manipulated by e-stores, which means it may be regarded as a more diagnostic cue for product selection. However, although e-store reputation has been tested as a moderating variable in many relationships, its moderating effect on trust in product, trust in streamer, and trust in e-store has not yet been verified. Therefore, to fill this gap, this study hypothesizes;

Hypothesis 4 (H4): E-store reputation significantly moderates the relationship between trust in streamer and trust in e-store.

Hypothesis 5 (H5): E-store reputation significantly moderates the relationship between trust in product and trust in e-store.

4. Methodology and Research Design

4.1. Questionnaire

In this study, a questionnaire survey was used to collect relevant data. The scale items measuring the constructs are developed from prior studies and adapted to the context of live streaming commerce. All the items follow a 7-point Likert scale format rating from ‘strongly disagree’ (1) to ‘strongly agree’ (7).

4.2. Sample and data collection

This study was carried out in China, an agricultural powerhouse. China’s agricultural sector feeds 18% of the world’s population (Liu et al., 2020). Wenjuanxing is an online platform that integrates multiple functions, including questionnaire surveys, voting, data collection, and survey result analysis. Therefore, the online questionnaires are distributed through the wenjuanxing platform in this study, which has been widely used by Chinese researchers to collect data in the field of information systems and marketing research (Kang et al., 2024; L. Zhang et al., 2025). The target respondents are Chinese consumers who have watched live streaming of green agricultural products on the Douyin platform. This ensures that all respondents have a deeper, practical understanding of the live streaming of green agricultural products. To ensure respondents have experience watching live streams of green agricultural products on the Douyin platform, the questionnaire first includes filter question (“Have you ever watched live streaming of green agricultural products on the Douyin platform? Yes/No”). This study conducted a valid questionnaire analysis only among respondents who answered “yes,” ultimately yielding 276 valid questionnaires. In terms of gender distribution, the majority of the sample was female (51.45%), and the proportion was male (48.55%). In terms of age distribution, the proportions for 31-35 and 26-30 years old are 41.67% and 34.06%, respectively. In terms of marital status distribution, 52.90% are single, while 38.77% are married. In terms of personal income distribution, the majority of the sample falls in the “RMB4000-RMB5999” range, accounting for 26.09%. In terms of educational level distribution, the majority of the sample is undergraduate, accounting for 47.83%, 32.25% of the samples are college graduates. In the occupational distribution, 43.12% of the sample are “non-managers of enterprises” .

4.3. Common method bias

This study uses a single-common-method factor to verify whether common-method bias (CMB) affects the research results (Podsakoff et al., 2003). This study uses a completely random and independent variable to conduct a linear regression with the variables involved in the study. The results show that the variable inflation factor (VIF) values are less than 5, indicating that there is no CMB problem in the data of this study (Kock, 2015).

5. Data Analysis and Results

This study selected partial least squares structural equation model (PLS-SEM) as the data analysis method, which not only intended to explore the effect of trust transfer on Chinese consumers’ purchase intention for green agricultural products in live streaming, but also tried to test the moderating effect of e-store reputation on the process of trust transfer. Because these relationships have not been studied before, PLS-SEM was selected as the data analysis tool due to its advantages in theoretical prediction and model construction (J. F. Hair et al., 2021). PLS-SEM is a structural equation modeling method oriented by variance interpretation and prediction, which can simultaneously test the relationship

between latent variable measurement and structural path under the conditions of relatively limited sample size, loose data distribution requirements, and complex model structure (J. F. Hair et al., 2011). The data analysis tool of this study uses smart PLS 4 statistical software.

5.1. Evaluation of measurement model

The evaluation of the measurement model includes assessing reliability and validity. See Table 1 for the results. In terms of index reliability, an outer loading value of 0.7 or above is considered acceptable (J. F. Hair et al., 2021). For the indicators with outer loading in the range of 0.4-0.7, if eliminating these indicators can improve the consistency, reliability, or aggregate validity, the researchers should delete them (J. F. Hair et al., 2021; L. Zhang et al., 2025). Therefore, no entries were deleted in this study (L. Zhang et al., 2025). The composite reliability (CR) of all constructs was higher than 0.7, indicating that the internal consistency reliability was good (J. Hair et al., 2017; L. Zhang et al., 2025); in addition, since the average variance extraction (AVE) of all constructs exceeded 0.5, the aggregate validity was also excellent (Fornell & Larcker, 1981). Discriminant validity was evaluated by the heterotrait monotrait ratio (HTMT). Table 2 showed that all the ratios were lower than 0.85, indicating that there was no problem with discriminant validity (Henseler et al., 2015).

Table 1: Measurement model of research constructs

Construct	Outer loadings	CR	AVE
Trust in streamer (TS)		0.908	0.767
TS1	0.87		
TS2	0.88		
TS3	0.878		
Trust in product (TP)		0.927	0.809
TP1	0.92		
TP2	0.882		
TP3	0.895		
E-store reputation (ER)		0.914	0.728
ER1	0.798		
ER2	0.874		
ER3	0.873		
ER4	0.866		
Trust in e-store (TE)		0.955	0.641
TE1	0.775		
TE2	0.802		
TE3	0.776		
TE4	0.813		
TE5	0.781		
TE6	0.827		
TE7	0.845		

TE8	0.762		
TE9	0.817		
TE10	0.826		
TE11	0.817		
TE12	0.76		
Purchase inteniton (PI)		0.927	0.717
PI1	0.847		
PI2	0.822		
PI3	0.829		
PI4	0.866		
PI5	0.869		

Source(s): Authors' own work

Table 2: Discriminant validity of research constructs (HTMT)

	1	2	3	4	5
1.Trust in streamer					
2.Trust in product	0.549				
3.Trust in e-store	0.536	0.49			
4.E-store reputation	0.394	0.276	0.49		
5.Purchase intention	0.559	0.523	0.479	0.242	

Source(s): Authors' own work

5.2. Evaluation of structural model

The evaluation results of the structural model are based on the percentile bootstrap method with 10,000 subsamples in SmartPLS 4 (Cheah et al., 2026; L. Zhang et al., 2025); See Table 3 for details. Firstly, there is no collinearity problem in this study, as all variable inflation factor (VIF) values are below 3 (Cheah et al., 2026). Then, the significance of the hypothetical relationship is evaluated: Trust in the streamer has a significant positive impact on trust in the e-store ($\beta=0.311$, $p<0.001$); hence, H1 was supported. Meanwhile, trust in product has a significant positive impact on trust in e-store ($\beta=0.255$, $p<0.001$); therefore, H2 was supported. In line with H3, trust in e-store had a positive effect on purchase intention ($\beta=0.453$, $p<0.001$); therefore, H3 was supported.

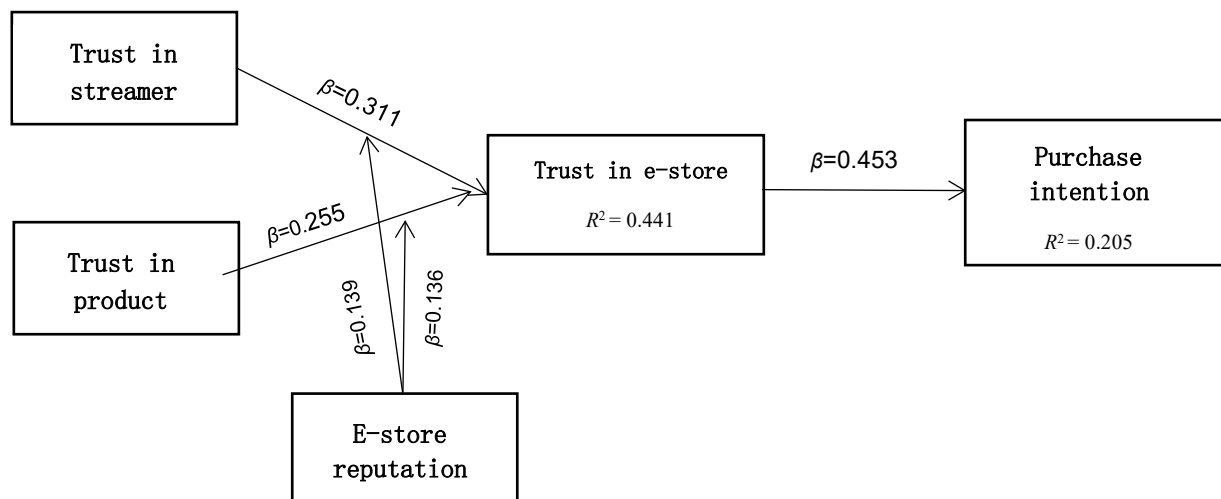
As shown in Table 3 and Figure 2, e-store reputation significantly moderates the relationship between trust in the streamer and purchase intention ($\beta=0.139$, $p<0.05$), as well as the relationship between trust in the product and purchase intention ($\beta=0.136$, $p<0.05$), supporting H4 and H5.

Meanwhile, as shown in Figure 2 and Table 3, this study uses the coefficient of determination (R^2) and the effect size (f^2) to evaluate the model's explanatory power (L. Zhang et al., 2025). The PLS_{predict} method in SmartPLS 4 was used to assess the predictive power of the model (Shmueli et al., 2019; L. Zhang et al., 2025). The result showed that Q^2 value of trust in e-store is 0.273, meanwhile the Q^2 value of purchase intention is 0.141, all above 0, indicating that the path model exhibits predictive relevance for the specific dependent variable.

Table 3: Result of structural model analysis

Hypothesis	Relationship	Std.beta	Std.dev	t-values	p-values	Effect size (f^2)	VIF	Conclusion
H1	Trust in streamer → Trust in e-store	0.311	0.066	4.727	$p < 0.001$	0.116	1.492	Supported
H2	Trust in product → Trust in e-store	0.255	0.065	3.911	$p < 0.001$	0.088	1.326	Supported
H3	Trust in e-store → Purchase intention	0.453	0.061	7.418	$p < 0.001$	0.258	1	Supported
H4	E-store reputation x Trust in streamer → Trust in e-store	0.139	0.067	2.078	0.038	0.031	1.318	Supported
H5	E-store reputation x Trust in product → Trust in e-store	0.136	0.069	1.975	0.048	0.033	1.233	Supported

Source(s): Authors' own work



Source(s): Authors' own work

Fig. 2: Results of the evaluation of structural model

6. Discussion and Implications

This study aims to investigate how trust transfer affects Chinese consumers' purchase intention for green agricultural products in the context of live e-commerce, and the moderating effect of e-store reputation on the trust transfer process. Based on the trust transfer theory, this study constructs and empirically tests a trust model, which links consumers' trust in products and streamers with their trust in e-store, and further analyzes the impact of trust in e-store on purchase intention.

Firstly, the results show that both trust in product and trust in streamer have a significant positive impact on trust in e-store. This finding is consistent with the trust transfer theory: when consumers perceive a close relationship between different trust objects, their trust in one object can be transferred to another related object (K. J. Stewart, 2003). In the live e-commerce scene, green agricultural products, streamers, and e-store are not separate from each other; together, they form a composite trust signal that helps consumers identify the reliability of transactions. As the core factor in consumers' purchase decisions, the credibility of green agricultural products will directly affect consumers' judgment of e-store's operational ability. Because green agricultural products have strong trustworthiness, it is easier to infer that the e-store behind the product has strong quality control, product selection, and service guarantee capabilities once consumers have formed high trust in the product itself. At the same time, the credibility of the streamer can effectively reduce consumers' sense of information asymmetry in the live streaming. In live streaming, the streamer is usually the visible, personalized presentation interface of the online store, while the online store itself is relatively abstract and difficult for consumers to observe directly. When consumers perceive the streamer as knowledgeable, honest, and reliable, they tend to believe the e-store represented by the streamer is also trustworthy. The streamer not only serves as a conduit for information transmission but also endorses trust.

Secondly, this study demonstrates the significant moderating effect of e-store reputation on trust transfer. In the network environment, especially in live e-commerce, consumers cannot directly test the production process, storage conditions, or the actual quality of green agricultural products before purchase, nor can they gain an in-depth understanding of the streamer, so they face high uncertainty. When the e-store has a high reputation, consumers are more likely to believe it has strong capabilities in quality control, after-sales service, and consumer rights protection for green agricultural products. Therefore, consumers' trust in green agricultural products is more likely to be further transformed into trust in e-store. At the same time, a high-reputation store can also enhance the credibility of streamer endorsements, leading consumers to believe that the streamer's recommendation is not purely promotional but rather based on reliable selection, standardized cooperation, and a continuous reputation. On the contrary, when the reputation of an e-store is weak, or the market evaluation is unclear, even if consumers have a certain trust in the product itself or the streamer, they may also lower their evaluation of the overall credibility of the e-store due to concerns about the unstable service, insufficient quality control, slow after-sales response, and other problems with the e-store.

Finally, trust in e-store has a significant positive impact on purchase intention. Although trust in the product and trust in the streamer are equally important; consumers ultimately need to complete transactions through the e-store. Green agricultural products often exhibit characteristics of easy loss, uncertain quality, and difficulty in verifying green attributes. Whether consumers' purchase intention depends largely on whether they believe the e-store can provide authentic and reliable products, safe transaction processes, stable logistics, and effective after-sales services. When consumers trust e-stores, their perception of transaction risk decreases, their psychological security increases, and their purchase intention improves. Therefore, trust is important mechanism that connects trust transfer to purchase intention.

6.1. Theoretical implication

This study makes three key contributions to the theoretical advancement of trust transfer within the context of live streaming. Firstly, there have been various aspects of agricultural products in live streaming platform that have been studied in the past. However, very few studies focus on green agricultural products. This study focus on consumers who have watched green agricultural products live streaming, further exploring the factor that influence China consumer's purchase intention for green agricultural products.

Secondly, this study makes contribution to the improvement of trust transfer theory. Previous studies have used trust transfer theory to determine the trust transfer process between two entities special based on live streaming context, very little studies focus on the trust transfer process between several entities. This study divided consumer trust into three entities: trust in product, trust in streamer, and trust in e-store. Streamers and products offered by live streaming e-stores are the entities which consumers will directly interact with during live streaming. If consumers trust the streamers and products, it does not mean that the consumers will trust the e-store, as various other services (i.e. logistics, after-sales services, etc.) are also provided by e-store in live streaming except products and streamers. Hence, with the involvement of the trust transfer theory, this research could effectively explore whether trust can be transferred from products and streamers provided by e-store in live streaming to the entire e-store, thereby further influencing consumer purchase intention.

Thirdly, past studies only examine the directly relationship between different entities within trust transfer theory. This study proposed e-store reputation to determine the moderating role on trust transfer process, filling up the gap of no previous research on the influence of moderator variables on the trust transfer process.

6.2. Practical implication

The findings of this study provide valuable insights for live-streaming practitioners, online store operators, streamers, and agricultural product suppliers to promote green agricultural products in China's live-streaming e-commerce market. Consumers' purchase intentions are largely influenced by the trust transfer process. Therefore, relevant practitioners should pay greater attention to developing a systematic trust mechanism for the live streaming of green agricultural products. E-store should strengthen product quality control, improve the traceability of origins, provide clear certification information, and present product attributes in a transparent, standardized manner. At the same time, the selection and cultivation of streamers should also focus on their professional knowledge and credibility. When consumers simultaneously perceive that products and streamers are trustworthy, they are more likely to infer that the e-store itself is trustworthy. When watching the live streaming, the characteristics of green agricultural products, such as easy loss, quality fluctuation, and difficult verification of green attributes, may increase consumers' perceived risk, while a good e-store reputation can provide consumers with additional trust protection. When consumers observe a higher store score, they are more likely to believe that the e-store is credible. Therefore, e-store operators should maintain store reputation through reliable service and long-term consumer relationship management.

6.3. Limitation and future research

The sample for this study is limited to Chinese citizens, and the sample size is small. In the future, more diverse demographic samples are needed to verify the universality of this study's conclusions. Beyond e-store reputation, future research can further examine whether other variables have similar regulatory effects on the trust transfer process.

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