

ABSTRACT

This study was created with the aim of evaluating the effect of Green marketing strategies on repurchase intention by considering the mediating role of environmental literacy and financial literacy. This study focuses on university students as respondents, given their high awareness of social and environmental issues. This study uses a quantitative approach by involving 200 university students who use The Body Shop products. Data were obtained through a questionnaire that measured perceptions of green marketing strategies, environmental literacy, financial literacy, and repurchase intentions. Data analysis was conducted using Structural Equation Modeling Partial Least Square (SEM-PLS) technique to evaluate the relationship between research variables.

The results showed that green marketing strategies have a significant influence on repurchase intentions. Environmental literacy acts as a more dominant mediator than financial literacy in the relationship. In addition, increased understanding of environmental and financial literacy is proven to increase the effectiveness of green marketing strategies. The practical implications of this study suggest that companies should develop educational campaigns that strengthen consumer literacy related to sustainability and financial management to expand the impact of sustainable marketing strategies.

Keywords: *Green Marketing, Repurchase Intention, Environmental Literacy, Financial Literacy, College Students.*