Corporate Social Responsibility in Private Sector Universities: A Case of Private Universities in Khyber Pakhtunkhwa

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Abstract

This research study was focuses on to investigate and measure the existence of Corporate Social Responsibilities (CSR) activities and its effectiveness on internal (attitude) and behavioral outcome of the society. The universe of the study was private sector universities of Khyber Pakhtunkhwa (KP), Pakistan. The data was collected from the internal stakeholders i.e. (faculty, non-faculty members) and external stakeholders of the private universities i.e. (students who completed their education) from the universities and become part of the society. The research study eventually intending to suggest measures for the improving CSR activities inside private sector universities which ultimately affect the societal marketing activities. The populace frame for the study has been double staged stratified, firstly on the basis of private sector universities (faculty and non-faculty members) located in various cities of KP, Pakistan and secondly the stratification into students who completed their education in the session 2014-2016. For the data collection researcher used questionnaire which is validated with different techniques i.e. (content validity, face validity and construct validity (confirmatory factor analysis and exploratory). Total 290, 162 and 238 questionnaires were distributed amid faculty, non-faculty and students of the private sector universities of KP, Pakistan. The results of the study reveal that there exists significant level of CSR activities in the private sector universities of KP, Pakistan. In order to meet the objectives of the study researcher used correlation and multiple regression analysis. The result of the study shows that CSR initiatives/ activities have positive impact on internal and behavioral outcomes of the society and there exist significant relationship amid the CSR, internal and behavioral outcome of the society.

Keywords: CSR, Internal, Behavioral, EFA, CFA, SEM

Introduction

The conception of corporate social responsibility (CSR) discussed in relation with business segment enterprise but hardly ever it is heard as a saying of educational institutes research on the subject of CSR in developing countries is rare than developed countries (Dobers and

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Halme, 2009). According to (Khan etal, 2012) there is less amplification of corporate social responsibility in context of educational sector universities in developing world, particularly Pakistan. The worth of Corporate Social Responsibility (CSR) developing from couple of decades ago. It performs as a business multiplier and creating organizational repute revealed through several studies. The worldwide aspirations about Corporate Social Responsibility remain away from internalizing in many developing countries till now.

This research is principally focused on exploring Corporate Social Responsibility precisely on theoretical perspective, educational universities in private sector of Pakistan. The gaps identification process explained existing studies establish as rare studies empirically has been carry out so far in Pakistani environment to find out existence of CSR and its outcomes on educational universities in private sector specifically. It elaborates the existence parameters of corporate social responsibility implemented or in process by the different KP private educational universities and there outcomes responsiveness to the organizations. Construct of corporate social responsibility already explored in different business sector by (Carroll, 1999; Bowen, 1953; Sethi, 1979; Frederick, 1960) and still exploration in Pakistan Small and medium enterprise, banking sector, telecom industry, pharmaceuticals, consumers satisfaction (Dobers and Halme, 2009; Jimena, 2011a; khan et al., 2012; Nadeem & Jan, 2012). Educational organizations of KP province explained (Jan & Baloch, 2011; Khan et al., 2012; Nadeem & Jan, 2012) by different analytical tools of methodologies in the domain of corporate social responsibility.

This study focused on the aspect of (Carroll, 1979) model construct in order to search the existence of corporate social responsibility implementation in KP private region universities and to elaborate the outcomes generated from it under the frame work of studies (Barone etal , 2000; Bhattacharya & Sen, 2003; Brown & Dacin, 1997; Gourville & Rangan, 2004; Klein & Dawar, 2004; Lichtenstein, Drumwright, & Braig, 2004). Research indeed needs to elaborate at first the corporate social responsibility in detail the (Carroll, 1979) conceptual model for this research study. Different issues regarding corporate social responsibility (CSR) attained great attention by academicians and managers during last few decades. The principal behind the idea of CSR is that, business depend on social system and cannot prosper in isolation therefore in recognition of reliance the business is appreciative for delivering mutual benefits to the society as well. CSR is worth addition judgment of identifying needs and providing welfare as an obligation to

internal and external stake holders. CSR evaluated as holistic point of view.

The basic idea of CSR is that, while business relies on the social system to work and couldn't survive in separation. CSR is value included as basic leadership procedure uniquely addressing necessities and wellbeing based commitments of the internal and external partners. CSR reported by (Drucker, 1974) beginning of business should perform social activities of community betterment and feel sense of self welfare. It was explained corporations are earning profits from community and fading the natural resources, hence they should add for the sustainability of environment and natural resources for the uplifting of the social system. Research studies (Jan & Baloch, 2011; Khan et al., 2012; Nadeem & Jan, 2012) on different education organization conducted in Pakistan elaborated role of corporate social responsibility where ever the private corporation and at universities level corporate socially responsibility existence and there outcome specifically in context of KP level yet to explored, which is the focus of the research study. Research study problem focus is to elaborate the existence or non-existence of corporate social responsibility at private universities level in KP and to explain the outcomes of corporate social responsibility in both scenarios either in presence or in absence of CSR. Research study is helpful for the society of Pakistan KP inhabitants in decision making relevant to the educational sectors of universities and enlighten the nation about the importance of corporate social responsibility. The objective of the study is to explore the constructs of corporate social responsibility in private universities KP, Pakistan and to find out the effect of CSR activities on internal and behavioral outcomes.

Literature Review
Corporate Social Responsibility and Consumer Behavior
Existing literature demonstrates the impact of corporate social responsibility on purchaser buying process. Past reviews have demonstrated that organizations can get profits by leading corporate social responsibility, CSR can influence consumer's actions in numerous perspectives, for example, intent of purchasing (Mohr and Webb, 2005 as indicated by Morsing and Beckmann, 2006: 192d); product evaluations; brand recommendations and product select (Brown and Dacin 1997; Drumwright, 1994 and Sen and Bhattacharya, 2001 according to Morsing and Beckmann, 2006:192e). Morsing and Beckmann (2006) also elaborated corporate social responsibility affects evaluation capacity of products and respective purchase perception of product. As buyer attitude, loyalty, product evaluation, word-of-mouth

the features that occupy a role in customer business process (Schiffman and Kanuk, 2007); and organization corporate social responsibility scheme proved in having affect on these four aspects of consumer loyalty (Oliver 1999; Bhattacharya and Sen, 2004), consumer attitude (Folkes and Kamins,1999; Becker-Olsen et al.,2006), product evaluation (Brown and Dacin, 1997; Sen and Bhattacharya, 2001), and word-of-mouth (Herr et al, 1991; Carrigan and Attalla, 2001; Bhattacharya and Sen, 2004). Hence it is sensible to trust that consumer buying behavior conduct has been influenced by organization's CSR activities. Present literature has likewise demonstrated that CSR activities have solid impact on consumer purchasing behavior. Creyer and Ross (1997) expressed that CSR activities assumes an imperative part in consumer purchase decisions; Similarly Boulstridge and Carrigan (2000) demonstrated that corporate socially responsible behavior could straightforwardly impact on consumers' purchasing behavior; and Carrigan and Attalla (2001) demonstrated that there is a positive connection between CSR activities and consumer behavior.

The research on the issue of CSR in developing nations is significantly more not as much as developed nations (Dobers and Halme, 2009).The worldwide desires stay a long way from being met in many developing nations today. In spite of the fact that there is incredible level headed discussion about CSR in the literature, there is little empirical research on its inclination in developing nations, and mostly, in the specific instance of Asian nations including Pakistan(Tudev and Lkhagvasuren, 2011). The idea of corporate social responsibility (CSR) is dependably been talked about regarding private organizations however once in a while it is heard as a slogan of educational institutes. Educational organization contributing in social welfare and implementation corporate social responsibilities parameters in recent decade (Jimena, 2011b). Educational organizational corporate social responsibility initiatives are elaborated (Fomburn etal,2000; Stanwick & Stanwick, 1998) as main element of educational organization responsibility.

The domain of corporate social responsibility in educational universities interactions with corporations business is nourishing the social welfare in developing and developed countries(Bromley, 2002; Maignan and Farrell, 2000). Research found that Corporate social responsibility also raising in Pakistan business sector and playing key role in pharmaceutical industry(Jan and Baloch, 2011). The Pakistan universities also elaborated in public sector perspective in the domain of corporate social responsibility. Pakistani universities outcome found highly correlated with corporate social responsibility(khan et al., 2012).

The Pakistan KP public sector universities turn over is directly proportional to the corporate social responsibility implementations by the universities positively(Nadeem and Jan, 2012). The corporate social responsibility became the key strategic element of the educational universities in the services and overall all sectors of developing countries.

Literature further revealed that not the implementation but itself the plethora of corporate social responsibility construct is bid debate in the researches of scholars(Carroll, 1979, 1991, 1999; K Davis, 1960; Keith Davis, 1973; H. R. Bowen, 1953; Thomas. M Jones, 1980; Jones, 1983; McWilliams and Siegel, 2001). Dissimilar stance on what CSR measurement, implementation, and on its development the reaction of companies for assistance of society extensively investigated (Tudev and Lkhagvasuren, 2011). (Aupperle, Carroll, and Hatfield, (1985) clarify this complexity on multiple reasons that this idea itself has emotional and ideological interpretations. On other side, as a word society is a many-sided cluttered perspective, and has an expansive significance; consequently being socially capable relies on upon many direct and indirect factors.

In spite of the fact that the conspicuous increment in discuss in the midst of researchers about focal inquiry, there is still no accord about the meaning of the origination and the greater part scholastics concurred on ambiguity of the operational feeling of CSR. Definitional striving of corporate social responsibility in literature elaborate by many researchers(Baker, 2003; Carroll, 1991, 1999; K Davis, 1960; Keith Davis, 1973; E.Aupperle et al., 1985; Frederick, 1986; H. R. Bowen, 1953; Johnson, 1971; T.M Jones, 1980; Jones, 1983; McWilliams and Siegel, 2001; Sethi, 1979; W.C Frederick, 1960; Wood, 1991)and focused on the measurement construct of corporate social responsibility. Corporate social responsibility elaborates businesses commitment to look for those policies, to make on those choices, or to tackle those actions which are attractive as far as the values and objectives of our society (H. R. Bowen, 1953). Social analysis in the final analysis suggests an open stance headed for societies economic and HR and a readiness to spot those resources utilization done for broad's social ends and not just for the barely surrounded premiums of private people and firms (W.C Frederick, 1960). Social responsibility of business – to make use of resources, getting part in actions anticipated to increase its benefits in such ways as it retain inside the tenets of the amusement, which is to say, keeping open competition without deception or fraud (Frederick, 1986). Social responsibility, in this manner, alludes to a man's commitment to consider the effects of his actions and decisions on the whole social

system (K Davis, 1960).Social responsibility suggests conveying corporate behavior up to a level where it is consistent with the predominant social norms, qualities, and desires of performance(Sethi, 1979).

Corporate social responsibility is the view that organizations have a guarantee to constituent groups in society other than stockholders and past that is suggested by law and union contract (T.M Jones, 1980).A business setup of norms of social responsibility strategies of social responsiveness, and approaches, programs and distinguishable outcomes as they relate to the firm's societal relations (Wood, 1991). The social responsibility of business incorporates the ethical, economic, legal and philanthropic expectations that society has of organizations at a given point in time (Carroll, 1979).

The appealing element of (Carroll, 1979) construct definition of corporate social responsibility through four parts are Economic responsibilities of business reflect the belief that business has an obligation to be productive and profitable and meet the consumer needs of society (Carroll, 1979). Business organizations were made as economic elements intended to give goods and services to societal members (P. F. Drucker, 1984; McWilliams and Siegel, 2001; Wood, 1991). Legitimate duties of business show a worry, that economic obligation are drawn closer inside the limits of composed law (Carroll, 1979). Its social contract amongst business and society, firms are required to seek after their economic missions inside the framework of the law. Legitimate duties follow up of law (P. F. Drucker, 1984; McWilliams and Siegel, 2001; Wood, 1991). Ethical obligations of business reflect unwritten codes, norms, and values certainly gotten from society; ethical duties go past negligible legal frameworks (Carroll, 1979). Ethical obligations grasp those exercises and practices that are expected or disallowed by societal members despite the fact that they are not arranged into law. Ethical duties encapsulate those standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights (P. F. Drucker, 1984; McWilliams and Siegel, 2001; Wood, 1991). Philanthropic responsibilities of business are volitional or Philanthropic in nature. Magnanimous indulgent in social procedure of business operations (Carroll, 1979). Philanthropy incorporates those corporate activities that are in light of society's expectation that organizations be great corporate citizens. This incorporates effectively captivating in acts or programs to advance human welfare or goodwill (P. F. Drucker, 1984; McWilliams and Siegel, 2001; Wood, 1991). As an accommodating method for

graphically portraying the segments of his CSR definition and explaining upon them, he later fused his four-section arrangement into a pyramid of corporate social responsibility(Carroll, 1991)(Carroll 1993).

Hypotheses of the study

H1: CSR has significant effect on internal outcome

H2: CSR has significant effect on behavioral outcome

H3: Internal outcome has significant effect on behavioral outcome

H4: CSR and Internal outcome has significant effect on behavioral outcome

Methodology

Population

The population frame for the study has been double staged stratified, firstly on the bases of private sector universities (faculty and non-faculty members) located in various cities of KP, Pakistan and secondly the stratification into students who completed their education in the session 2014-2016. The total population of male and female faculty members including (lecturers, assistant professors, associate professors and professors) in private sector universities was 1059 and male and female non-faculty members including (administration, academics and establishment) workers were 271. Total population of students who completed their education in the session 2014-2016 were found 589.

Sample Size Determination

The sample size determination is done considering help of formula of (Yamane, 1967) for finite population.

Table 3 Sample Size Determination

Population in Private Sector Universities (Faculty)	Total
$n = N/1+N*(e)^2$ $n=1059/1+1059*(.05)^2$	n = 290
Population in Private Sector Universities (Non-Faculty)	
$n = N/1+N*(e)^2$ $n=271/1+271*(.05)^2$	n = 162
Population of Students in Private Sector Universities	
$n = N/1+N*(e)^2$ $n=589/1+589*(.05)^2$	n = 238
Total Sample	**690**

Sampling Frame

For data gathering from faculty and non-faculty members of universities of KP, Pakistan the probability sampling technique i.e. stratified random sampling was used with the proportionate allocation method. Following is the detail

Table 4 Proportionate Allocation Method

S #	Faculty	Formula ni =Ni*n/N	Sample (ni)
1	Abasyn University, Peshawar	ni = 51*290/1059	14
2	City univ, Peshawar	ni = 135*290/1059	37
3	Gandhara Univ, Peshawar	ni = 128*290/1059	35

S#		Formula	Sample (ni)
4	Sarhad Univ, Peshawar	ni = 243*290/1059	67
5	Preston Univ, Peshawar	ni = 28*290/1059	8
6	Preston Univ, Kohat	ni = 24*290/1059	6
7	Qurtuba Univ, Peshawar	ni = 87*290/1059	24
8	INU, Peshawar	ni = 119*290/1059	33
9	GIK University Swabi	ni = 103*290/1059	28
10	CECOS University, Peshawar	ni = 93*290/1059	25
11	Northern University, Nowshera	ni = 48*290/1059	13
	Total		290
S#	Non-Faculty	Formula = ni =Ni*n/N	Sample (ni)
1	Abasyn University, Peshawar	ni = 15*162/271	9
2	City univ, Peshawar	ni = 25*162/271	15
3	Gandhara Univ, Peshawar	ni = 38*162/271	23
4	Sarhad Univ, Peshawar	ni = 42*162/271	25
5	Preston Univ, Peshawar	ni = 16*162/271	9
6	Preston Univ, Kohat	ni = 11*162/271	7
7	Qurtuba University, Peshawar	ni = 19*162/271	11
8	INU, Peshawar	ni = 32*162/271	19
9	GIK Univ Swabi	ni = 29*162/271	17
10	CECOS Univ, Peshawar	ni = 25*162/271	15
11	Northern University, Nowshera	ni = 19*162/271	12
	Total		162
S#	Students	Formula = ni =Ni*n/N	Sample (ni)
1	Abasyn University, Peshawar	ni = 43*238/589	17
2	City univ, Peshawar	ni = 59*238/589	24
3	Gandhara Univ, Peshawar	ni = 48*238/589	19
4	Sarhad Univ, Peshawar	ni = 120*238/589	48
5	Preston Univ, Peshawar	ni = 34*238/589	14
6	Preston Univ, Kohat	ni = 33*238/589	13
7	Qurtuba Univ, Peshawar	ni = 59*238/589	24
8	INU, Peshawar	ni = 69*238/589	28
9	GIK University Swabi	ni = 46*238/589	19
10	CECOS Univ, Peshawar	ni = 54*238/589	22
11	Northern University, Nowshera	ni = 24*238/589	10
Total			238

Data Collection

Amid the faculty members of private sector universities including (lecturers, assistant professors, associate professors and professors) total 290 questionnaires were distributed, amid non-faculty total 162

questionnaires were distributed and amid students total 238 questionnaires were distributed and response rate was 100%.

Measurement Instrument
Corporate Social Responsibility (CSR)
The measurement items of CSR were taken from the study of (Carroll, 1979).
Internal Outcomes:
The items for association, attitude, identification were taken from the study of (Bhattacharya and Sen, 2003) known as the attachment of the society with the organization
Behavioral Outcomes:
The measurement items for behavioral outcomes including (purchase, employment and investment intent) were measured with the 9-items scale borrowed from the study of (Sen, Bhattacharya and Korschun, 2006).

Analysis
Faculty Demographics
Entire strength of Male participators 208 out of 290 participators representing 71.7% of the total whereas; female showed 82 out of 290 participators that described 28.3% of the entire sample. The ages of 25-35 years describes 174 out of 290 participators that described 60% of entire sample 290. From 36-45 years of age's group members represents 38 out of 290 participators that portray 13.1% of the total sample 290. From 46 and above years of ages group participators describe 78 out of 290 members that representing 26.9% of the entire sample 290. Lecturers, Assistant Professors Associate Professors and Professors were participate in the study survey and were found 167, 78, 25 and 20 respectively out of 290 members. Furthermore, it represents the percentage of 57.6%, 26.9%, 8.6% and 6.9% respectively. Qualification Master/MS and PhD contributors were 250 and 40 out of 290 members. Furthermore, it represents the percentage of 86.2% and 13.8% respectively.

Non-Faculty Demographics
Entire strength of Male participators was 131 out of 162 describing 80.9 % of the total whereas; female describing 31 out of 162 participators depicting 19.1% of the entire sample. Members with the ages of 18-35 years represent 174 out of 162 depicting 64.2% of entire sample 162. From 36-45 years of ages group participators describing 37 out of 162 participants portraying 22.8% of entire sample 162. From 46 and above

years of ages group contributors describing 21 out of 162 showed 13% of entire sample 162. Administrator and academic and establishment workers were participate in the study survey and were found 107 and 55 respectively out of 162. Furthermore, it represents the percentage of 66% and 34% respectively. Undergraduate and Graduate contributors depicted 20 and 142 out of 162 members. Additionally it described percentage of 12.3% and 87.7% respectively. The respondents with the job experiences of 1-5 years, 6-10 years and more than 11 years were found 171, 88 and 31 with the percentage of 58.6%, 37.7% and 3.7% respectively.

Student Demographics
Total strength of Male students was 183 out of 238 representing 76.9 % in total; where female characterize 55 out of 238 participants which is 23.1% of the entire sample. Contributors with ages of 18-24 years represent 199 out of 238 members depicting 83.6% of entire sample 238. From 25-30 years of ages showed 32 out of 238 contributors showing 13.4% of entire sample 238. From 31 and above years of ages showed 7 out of 238 contributors that depicts 2.9% of the entire sample 238. Qualification of Bachelors and graduate contributors were found 33 and 205 out of 238 contributors. Furthermore, it describes the percentage of 13.9% and 86.1% respectively.

Test of Assumptions and Summary of Exploratory Factor Analysis

Table 20 Kaiser-Meyer-Olkin (KMO) and Bartlett's Coefficients

CSR (My University)	KMO	Bartlett's Test of Sphericity		
		Chi^2	df	Sig.
CSR	.781	1909.64	66	.000
Internal Outcomes	.761	1292.22	55	.000
Behavioral Outcomes	.703	1110.63	36	.000

Measure of Sampling Adequacy (MSA) based on KaiserMeyerOlkin (KMO) coefficients. The results show that the $0.70 \le KMO \ge 0.80$ in all the 3 factors revealing sampling adequacy measures as middling respectively. Aforementioned table also depicts that the probability of the Bartlett's statistic for all 3 factors is $p < 0.01$ i.e. less than or equal to the level of significance of 0.05. Results reveal that the assumption of Sphericity is satisfied and all data sets are suitable for factor analysis.

Rotated Component Matrix and Communalities

CSR	Factor Loading			Communalities
	1	2	3	
1. Is committed to being profitable	.790	.590	.473	.667
2. Maintains a strong competitive position in market.	.915	.568	.438	.879
3. Maintains the high level of operating efficiency.	.663	.598	.450	.641
4. Perform in a manner consistent with	.879	.523	.548	.825

expectations				
5. Is a law-abiding corporate citizen	.581	.770	.399	.831
6. Provide services that meet legal requirements	.743	.569	.720	.843
7. Perform in a manner consistent with society	.655	.222	.050	.659
8. Recognize and respect evolving ethical norms	.673	.706	.347	.680
9. Prevent ethical norms	.612	.578	.345	.652
10. Contribute resources to the community	.761	.612	.321	.681
11. Perform consistent with the philanthropic	.879	.456	.412	.779
12. Voluntarily support project enhance community	.665	.546	.621	.839

Rotation converged in 4 Iteration

Internal Outcome	Factor Loading			Communalities
	1	2	3	
1. I am treating with other employees well	.620	.634	.514	.603
2. I am working in socially responsible company	.908	.608	.523	.859
3. I am supporting children in need	.705	.526	.623	.536
4. I am giving education services which feel good	.856	713	.789	.779
5. Education services of my university are appealing	.859	.456	.653	.822
6. Education services of my university are valuable	.678	.543	.678	.599
7. When someone criticize other it feels like a insult	.765	.654	.355	.763
8. I am interested in what other think about others	.821	.883	.339	.711
9. When I talk about other persons, I usually say we	.832	.689	.960	.673
10. My peer success is my success	.701	.544	.910	.518
11. My personal identity overlaps with my sense	.633	.761	.513	.684

Rotation converged in 3 Iteration

Behavioral Outcome	Factor Loading			Communalities
	1	2	3	
1. I would buy private university education services	.689	.654	.450	.690
2. Private education strengthening my knowledge	.888	.883	.548	.882
3. I will buy private institute education service.	.685	.689	.399	.596
4. I have high intention to buy this university services.	.858	.544	.720	.841
5. I am seeking information about jobs of this institute	.827	.761	.608	.833
6. I am talking with my friends about this university	.821	.706	.526	.747
7. I would very much like to work for this university.	.832	.578	713	.569

8. I will invest money for growth of this university.	.701	.612	.456	.680
9. I have a high intention to invest in this university	.689	.456	.431	.660

Rotationiconvergediini4iIteration

Extraction Method: Principal Axis Factor Rotation Method: Varimax with Kaiser Norma lization

Aforementioned table tells total of 11 iterations were performed for communalities and rotated components matrix (4, 3 and 4 respectively). As a result, none of the item is eliminated because all the computed value of communalities are greater than .50 and statistical result of rotated component matrix also reveals that most of items had strong loading from the second and third factor. Therefore, further statistical analysis reveals that all the items with higher factor loadings.

Goodness of fit for overall Models

Table Goodness of fit for overall Models

| Models	NFI	AGFI	RMSEA	GFI	RMR	CFI	X^2/df
Standard Value (Usluel etal., 2008)	>.9	>.8	<.08	>.9	<.1	>.9	<.3
CSR and Internal Outcome							
Model 1 Economic and Internal outcome	.98	.96	.07	1.0	.04	.99	2.4
Model 2 Legal and Internal outcome	1.0	1.0	.06	1.0	.01	1.0	2.1
Model 3 Ethical and Internal outcome	1.0	1.0	.07	1.0	.01	.99	2.8
Model 4 Philanthropic and Internal outcome	.92	.97	.06	.94	.01	.96	2.4
Model 5 CSR and Internal Outcome	.91	.97	.07	.91	.03	.93	2.9
CSR and Behavioral Outcome							
Model 6 Economic and Behavioral outcome	.93	.87	.06	1.0	.03	.96	2.3
Model 7 Legal and Behavioral outcome	.97	.92	.07	.99	.01	.99	2.2
Model 8 Ethical and Behavioral outcome	.95	.90	.06	.93	.03	.94	2.8
Model 9 Philanthropic & Behavioral outcome	.93	.88	.06	.96	.01	.93	2.3
Model 10 (CSR and Behavioral Outcome)	.92	.84	.07	.98	.02	.95	2.3
Internal and Behavioral Outcome							
Model 11 (Internal and Behavioral Outcome)	.91	.88	.07	.97	.03	.97	2.4
CSR, Internal and Behavioral Outcome							
Model 12 (CSR and Internal Outcome)	.92	.90	.07	.94	.03	.98	2.6
Model 13 (CSR and Behavioral Outcome)	.95	.91	.06	.96	.02	.97	2.7
Model 14 (Internal and Behavioral Outcome)	.93	.87	.08	.99	.01	.99	2.8
Model 15 (CSR, Internal and Behavioral Out come)	.91	.88	.08	.98	.05	.94	2.9

X^2= chisqr, df = degree of freedom, GFI = goodness of fit index AGFI = RMR = root mean error of residuals RMSEA = root means sqr error of approximatio n, CFI = comparative fit index, NFI = normed fit index

Seven fit aforementioned indices i.e. (X^2/d.f, GFI, AGFI, NNFI, CFI, RMSR, RMSEA) were used for checking the goodness of fit for all alternative models. The result of CFA's analysis exhibits the uniquenes s of variables. The result of all the alternative models depicted that all v alues have their own significant loadings and all alternative models are g ood fit

Confirmatory Factor Analysis
Measurement Model Analysis with all Factors

Following is their result of three factor model **(CSR** Internal and Behavioral Outcome)
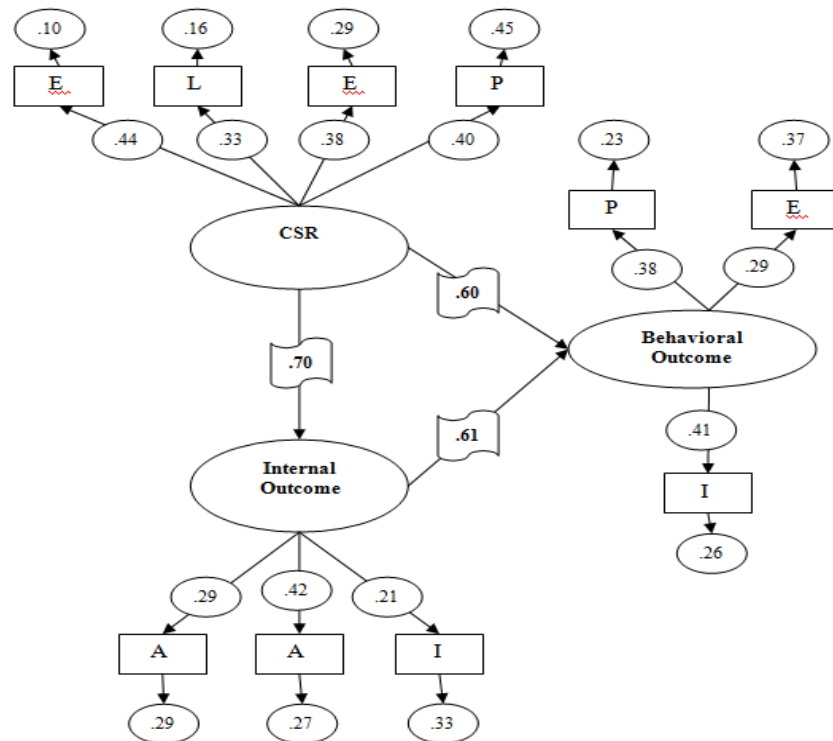
Chi-Square=88.29, DF=32, P-value=0.00000, RMSEA=0.081

Hypothesis 1

Regression coefficient "R" = .873 or 87.3% relationship exist between (I .V) and (D.V). The coefficient of determination "R^2" = .762 that shows t hat 76.2% of variation in internal outcome is explained by CSR. The F v alue is 920 and the significance value is less than $P \leq 0.05$ that shows th at over all regression model is statistically significant, valid and fit. Regr ession coefficient (β1) = .873 that implies that one percent increase in C SR will increases 87.3% in internal outcome if other variables are kept c ontrolled. The T value is 30.3 and is significant at .000. It implies that th e alternate hypothesis should be accepted that is: CSR has significant po sitive effect on internal outcome.

Hypothesis 2

Regression coefficient "R" = .885 or 88.5% relationship exist between (I .V) and (D.V). The coefficient of determination "R^2" = .782 that shows that 78.2% of variation in behavioral outcome is explained by CSR. The F value is 1035.8 and the significance value is less than $P \leq 0.05$ that shows that over all regression model is statistically significant, valid and fit. Regression coefficient ($\beta 1$) = .885 that implies that one percent increase in CSR will increases 88.5% in behavioral outcome if other variables are kept controlled. The T value is 32.18 and is significant at .000. It implies that the alternate hypothesis should be accepted that is: CSR has significant positive effect on behavioral outcome.

Hypothesis 3
Regression coefficient "R" = .829 or 82.9% relationship exist between (IV) and (DV). The coefficient of determination "R^2" = .687 that shows that 68.7% of variation in behavioral outcome is explained by internal outcome. The f value is 631 and the significance value is less than $p \leq 0.05$ that shows that over all regression model is statistically significant, valid and fit. regression coefficient ($\beta 1$) = .829 that implies that one percent increase in internal outcome will increases 82.9% in behavioral outcome if other variables are kept controlled. the t value is 25.13 and is significant at .000 it implies that the alternate hypothesis should be accepted that is: internal outcome has significant positive effect on behavioral outcome.

Hypothesis 4
Regression coefficient "R" = .892 or 89.2% relationship exist between (IV) and (DV). The coefficient of determination "R^2" = .796 that shows that 55.9% of variation in behavioral outcome is explained by CSR and internal outcome. The f value is 559 and the significance value is less than $p \leq 0.05$ that shows that over all regression model is statistically significant, valid and fit. regression coefficient (β_1) = .677 that implies that one percent increase in CSR will increases 67.7% in behavioral outcome if other variables are kept controlled. The t value is 12.39 and is significant at .000 it implies that the alternate hypothesis should be accepted that is: CSR has significant positive effect on behavioral outcome. Regression coefficient (β_2) = .238 that implies that one percent increase in internal outcome will increases 23.8% in behavioral outcome if other variables are kept controlled. The t value is 4.36 and is significant at .000 it implies that the alternate hypothesis should be accepted that is: internal outcome has significant positive effect on behavioral outcome.

Discussion
The main drive of the research is to investigate and measure the existence of CSR activities in the private sector universities and the

effectiveness of corporate social responsibilities on internal (attitude) and behavioral outcome of the society. The universe of the study was private sector universities of Khyber Pakhtunkhwa (KP), Pakistan. In this study the data was collected from the internal stakeholders i.e. (faculty, non-faculty members) and external stakeholders of the private universities i.e. (students who completed their education) from the universities and become part of the society. The research study eventually intending to devise and suggest measures for the improving CSR activities inside private sector universities which ultimately affect the societal marketing activities. The populace frame for the current study has been double staged stratified, right off the bat on the bases of private sector universities. (Faculty and non-faculty members) located in various cities of KP, Pakistan and secondly the stratification into students who completed their education in the session 2014-2016 from the below mentioned universities. Exploratory factor analysis (EFA) is the method that is used to help examiner signify a big number of relationships amongst normally distributed or scale variables in easy way.

Measure of Sampling Adequacy (MSA) based on Kaiser-Meyer-Olkin (KMO) coefficients results show that the $0.70 \leq KMO \geq 0.80$ in all the 3 factors revealing sampling adequacy measures as middling respectively. Aforementioned table also depicts that the probability of the Bartlett's statistic for all 3 factors found $p < 0.01$ i.e. less than or equal to the level of significance of 0.05. Results confirmed assumption of Sphericity is fulfilled and all data sets are appropriate for factor analysis. Result of study explains consistency with the previous study of (Awan, 2008). Regression coefficient infers that one percent expansion in CSR will increments 87.3% in internal result if other factors are kept controlled. The value of t is 30.3 and is significant at .000. It suggests that the alternate hypothesis ought to be acknowledged that is: CSR has positive significant effect on internal outcome. The result of the study is steady with the past studies of (Ali et al., 2010; Carroll, 1991; Dober and Halme, 2009; Jan and Baloch, 2011; Jimena, 2011). The research considered regression analysis with a specific end goal to analyze the effect of independent variable i.e. (CSR) on dependent variable i.e. (Behavioral outcome).

Regression coefficient infers that one percent expansion in CSR will increments 88.5% in behavioral outcome if other factors are kept controlled. The T value is 32.18 and is significant at .000. It depicts the direction for acceptance of alternate hypothesis that is: CSR has significant positive effect on behavioral outcome. The outcome of research is consistent with studies conducted before (Jones, 1983; Dober and Halme, 2009). The research utilized regression analysis in order to

analyze the effect of independent variable i.e. (internal outcome) on dependent variable i.e. (behavioral outcome). Coefficient of regression suggests that one percent expansion in inner result will increments 82.9% in behavioral outcome keeping condition of other variable consistency.

The t value is 25.13 and is significant at .000 it infers that the alternate hypothesis ought to be acknowledged that is: inner result has huge constructive outcome on behavioral result. internal outcome has significant positive effect on behavioral outcome. The result of the study is consistent with the previous studies of (li et al., 2010; Jimena, 2011). The research utilized multiple regression to analyze the effect of CSR and internal outcome on behavioral outcome. Regression coefficient infers that one percent expansion in CSR will increments 67.7% in behavioral outcome keeping rule of other variables consistency. The t value is 12.39 and is significant at .000 it suggests that the alternate hypothesis ought to be acknowledged that is: CSR has significant positive effect on behavioral outcome. The result of the study is steady with the past researches of (Khan, Jan and Fayaz, 2012; Jimena, 2011).
Regression coefficient i.e. internal outcome suggests that one percent expansion in inner result will increments 23.8% in behavioral outcome if other variables are kept controlled. The t value is 4.36 and is significant at .000 it infers that the alternate hypotheses ought to be acknowledged that is: internal outcome has significant positive effect on behavioral outcome. The consequence of the study is reliable with the past studies of (Jimena, 2011; Ali et al., 2010).

Conclusion
Corporate Social Responsibility is about an organization knowing, overseeing and enhancing its impact on the economy, the society and the environment. Progressively, individuals with a stake in that organization, e.g. clients, employees, funding organizations, suppliers, advocacy groups, the community, (and more), expect a company to be doing this. They likewise, progressively, are anticipating that an organization should go beyond just what is required, enactment and consenting to regulations and rules. An excessive number of companies and furthermore organizations (like Universities), are viewed as very hard and simply one more thing to divert them from in their eyes directing the matter of business: making a benefit still tragically. What they don't understand is that: they are frequently as of now leading corporate social responsibility, to some degree and subsequently the move to doing this structurally is not as extraordinary as expected, and additionally profiting the economy, environment and society, there is a business case in connecting with CSR for the company itself. The reasons for engaging

with CSR are a) Increased profit, b)access to capital, c) reduced operating costs/increased operational efficiency, d) enhanced brand image and reputation, e) Increased sales and customer loyalty, f) Increased productivity and quality Business for Social Responsibility, g) Increased ability to attract and retain employees, h) Potentially, reduced regulatory oversight, i) Reducing risk, and increased risk management and j) Keeping up' with competitors and where the educational platform is no more only education but responsibility.

Limitations of the Study
The study elaborated a lot of things but still the study is having its limitations. The sample size was just gathered from one region of Pakistan i.e. KP on cross sectional basis, because of which this study is restricted as far as analytical generalizability and the outcome may be biased. Additionally, the study has likewise impediment relating to the issue of analytical generalizability in light of the fact that the researcher did not utilized confirmatory techniques in terms of checking all the assumptions of the implemented multiple regression tests. Assessment trepidation is likewise a potential risk to validity where participants may have delineated their encounters in supervision in a more positive light.

Recommendation
It is highly recommended that both private universities should put a great effort in promoting CSR practices and to achieve its mission and vision. In order to comply with these, researcher recommended the following:
1. Private universities of Pakistan should arrange a workshop that explains CSR and its practice at private universities of Pakistan inside the campus or in city centers.
2. Private universities of Pakistan should create a research competition about CSR.
3. Annually report should be prepared and to be distribute to the community, employees and should be attached in the website.
4. University website should be updated regularly and in daily basis and supported with rich pictures and information.

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