

**THE ROLE CONFLICT, ROLE AMBIGUITY AND JOB
SATISFACTION: PERCEPTION ON CARGILLS FOOD CITY
EMPLOYEES**



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ABSTRACT

Cargills Food City is hand downs, Sri Lanka's modern retailer. The retail operation of the group are executed Cargills Food City wherein IFC holds an equity stake of 8%. There are more than 315 Cargills Food City outlets are operated across all 25 districts of Sri Lanka.

In Sri Lanka context, there is lack of studies deals with role conflict, role ambiguity and job satisfaction. It is very difficult to find any studies related to supermarkets specially Cargills Food City managers and assistant managers. So there is an empirical knowledge gap exists in the Cargills Food City employees role conflict role ambiguity and job satisfaction. Hence, this study conduct to fulfill this empirical knowledge gap.

The objectives of this study are to identify the level of role conflict, role ambiguity and job satisfaction among Cargills Food City managers and assistant managers and to explore the relationships among role conflict, role ambiguity and job satisfaction of them. To achieve these objectives, the target population was considered as managers and assistant managers of 75 Cargills Food City Outlets in Colombo district. Data were collected from 143 managers and assistant managers of these 75 outlets by using questionnaires. The collected data were analyzed by using descriptive and correlation analyses.

The findings shows that the levels of role conflict and role ambiguity are high level and job satisfaction is low level among selected Cargills Food City managers and assistant managers. On the other hand, the relationship between role conflict and job satisfaction is medium negative relationship and between role ambiguity and job satisfaction also medium negative relationship among the managers and assistant managers in the selected Cargills Food City. These findings are useful to reduce and eliminate the role conflict and role ambiguity and to increase job satisfaction of managers and assistant managers.

Keywords: *Role Conflict, Role Ambiguity, Job Satisfaction, Cargills Food City, Managers and Assistant managers.*

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