

**PERCEPTIN OF ROLE CONFLICT, ROLE AMBIGUITY AND
JOB SATISFACTION OF APPAREL EMPLOYEES**



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ABSTRACT

Apparel firms are considered backbone of economic growth in selected countries including Sri Lanka and Apparel firms make up a large part of Sri Lankan economy. The development of apparel sector is paramount important for Sri Lanka irrespective of their level of development.

In Sri Lankan context, a few empirical studies have been conducted with the role conflict, role ambiguity and job satisfaction perception of Apparel firms' employees. These an empirical knowledge gap exists in the Apparel employees' role conflict, role ambiguity and their job satisfaction. Hence, this study attempts to fill this knowledge gap. The objectives of this study is to identify the level of role conflict, role ambiguity and job satisfaction among the supervisors and identify the relationship between role conflict, role ambiguity and job satisfaction among the supervisors selected apparel firms. To achieve these objectives, the target population Apparel firms was selected in Katunayaka Export Processing Zone. From the target population, study has used 150 supervisors as the sample from total population. And data were collected using questionnaire. The data were analyzed by using descriptive and correlation analyses.

The results show that the levels of supervisor role conflict and role ambiguity are in high levels and the level of job satisfaction is lower level in selected apparel firms in Katunayaka. Moreover this study has identified that, there are weak negative relationships among role conflict, role ambiguity and job satisfaction among of supervisors in selected Apparel firms. Hence, there are some policies would be developed to reduce the role conflict and role ambiguity and to enhance the job satisfaction of supervisors in selected Apparel firms.

Keywords: Role Conflict, Role Ambiguity, Job Satisfaction.

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