

Influence of Organisational Culture on Bridal Price in Masaba Land, Eastern Uganda

Walimbwa John (Pgdpam)¹, Magombe Abbey (Pgdpam)², Chekwoti Twarik (Mpam)³, Aina-Obe Shamsuddin Bolatito (Phd)⁴

^{1,2,3,4}Department of Public Administration, Faculty of Management Studies (FMS) Islamic University in Uganda, Mbale-Main Campus, Uganda

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Corresponding Author:
Aina-Obe Shamsuddin Bolatito

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ABSTRACT

The bride price is a longstanding cultural institution in several African civilizations, notably in Masaba-Land in Eastern Uganda. This study examines how organizational culture characterized by common values, norms, and practices inside institutions affects the perception, negotiation, and payment of bride price in the area. The research analyses the influence of local administration, religious groups, and educational institutions on this cultural practice via anthropological and sociological lenses. Research indicates that while conventional values prevail, contemporary pressures from religious institutions, women's rights groups, and educational establishments are progressively altering perceptions about bride price. This study employed a qualitative research approach, using ethnographic methods to gather insights into how organisational culture influences bride price in Masaba-Land. Findings reveal that organisational culture significantly impacts perceptions and practices related to bride price, with some organisations promoting its reform or abolition, while others inadvertently perpetuate its persistence. The study highlights the complex interplay between tradition and modernity, offering insights into how organizational interventions can contribute to cultural change in Masaba-Land as bride price is a customary payment made by the groom to the bride's family which is prevalent in many African cultures. It is seen as a symbol of respect and a way to formalize or legalize marriage. This research contributes to broader discussions on gender, culture, and development, providing recommendations for organizations seeking to address the challenges associated with bride price in a culturally sensitive manner.

INTRODUCTION

The complex link between culture and economic practices has been recognised in various social frameworks for a long time. In many cultures, traditional customs affect not just social interactions but also economic dealings, especially during important life events like weddings. Masaba Land, found in Eastern Uganda, illustrates this connection where societal norms and values strongly influence bridal prices. Organisational culture, which includes the shared beliefs, rituals, and values of a community, affects how people perceive and manage these economic exchanges (Bigus et al., 2022). For example, the demand for large dowries and elaborate ceremonies can cause prices to rise beyond what the market suggests. This situation presents an interesting research issue, raising questions about how cultural expectations mix with economic actions, especially regarding bridal pricing tactics among local wedding planners and couples in Masaba Land.

The main aim of this research is to thoroughly explore how organisational culture affects these pricing strategies, investigating how cultural rituals and local beliefs shape the financial side of weddings (A Jönsson, 2006). This study will use both qualitative interviews and quantitative pricing data analysis to reveal the cultural factors that influence pricing strategies in this distinct cultural environment (Hansen A, 1998). The importance of this research goes beyond mere academic interest; understanding how cultural

traditions and economic behaviours interact can guide policymakers and service providers in effectively engaging with local groups. By recognising these cultural contexts, stakeholders can formulate specific interventions and policies that respect traditional customs while also encouraging positive economic results (Mavhandu AH-Mudzusi et al., 2022). Moreover, findings from this study may enrich the general understanding of how cultural details influence economic choices in societies that are rapidly changing, adding to the discussion on sustainability in cultural practices (MASESE E et al., 2011).

Similarly, this article seeks to highlight the crucial role of organisational culture in shaping bridal pricing, thus providing a deeper insight into the socio-economic structure of Masaba-Land in Eastern Uganda as marriage is a societal institution prevalent in all human communities in Masaba region, often intertwined with gender and cultural issues. Marriage is an institution whose origins may be traced to the dawn of human life on earth being a traditional mandate to be fulfilled and is for security and protection, bride price payment for marriage is a legitimate requirement among the Bamasabah, unmarried have concerns about the huge bride price to be paid for a wife which leads to financial challenges.

LITERATURE REVIEW

In recent times, the relationship between culture and economic actions has gained much focus in social sciences, especially concerning how traditional norms affect current behaviours and choices. The socio-economic environment of communities, where beliefs and values steer financial transactions and social agreements, has become key to grasping issues like marriage customs and their financial aspects. In many areas, including Masaba Land in Eastern Uganda, cultural practices related to bridal arrangements often mirror long-standing societal values and standards. This cultural perspective is essential as it forms the views and anticipations about bride price, which acts not only as a financial exchange but also as a symbol of social position, family responsibilities, and group identity (Bigus et al., 2022). The importance of looking into the impact of organisational culture on bride price is highlighted due to its effect on gender relations, economic exchanges, and how marriage customs are changing in the area. Earlier research has shown that organisational culture—understood as the shared values, beliefs, and activities within specific social groups—can greatly affect individual actions and community expectations tied to bride price (Jönsson, 2006). For example, the idea of collectivism found in many African cultures strengthens communal bonds and can result in different expectations regarding bridal payments (Hansen, 1998). Additionally, the blend of traditional beliefs with modern factors, such as economic conditions and levels of education, creates a complicated situation that needs careful thought (Mavhandu AH-Mudzusi et al., 2022). Despite increasing interest in this field, significant gaps exist. While some literature has examined bride price in various African settings, there is little focus on the particular organisational culture in Eastern Uganda, which may provide unique insights into the differences in bridal price practices (Masese, 2011).

Research mostly concentrates on broader social and cultural elements, often missing how local organisational cultures specifically influence these traditions and their economic consequences (Akinola et al., 2020). Furthermore, the impact of educational improvements and shifting gender norms within communities has not been thoroughly looked at. These aspects could considerably change how bridal price discussions and practices occur, suggesting a possible shift in organisational culture (Ademiluka, 2018). As this review continues, it will outline various subjects linked to the connection between organisational culture and bridal price, such as the roles of patriarchal structures, economic pressures, and changing cultural customs. By bringing together insights from various sources, it seeks to underline the importance of cultural contexts in governing economic behaviours related to marriage, especially in Masaba Land (Brock et al., 2017). This literature review aims to not only sum up the current findings but also pinpoint crucial areas for future research, intending to deepen the understanding of the underlying forces influencing this critical aspect of social life in Eastern Uganda (Green, 2016). In conclusion, by addressing the identified gaps and examining the complex ways in which organisational culture affects bride price, the review will contribute to both academic knowledge and practical insights regarding marriage customs in this culturally vibrant region (Hear et al., 2016).

The study of organisational culture concerning bridal price in Masaba Land has changed considerably over the years, highlighting various influences that form these cultural practices. Initial research mainly focused on the traditional side of bridal price, with scholars stressing its role as a socio-economic instrument that mirrors family wealth and status within the community (Bigus et al., 2022)(A Jönsson, 2006). As academic interest increased, researchers began to investigate the foundations of organisational culture in local areas, revealing how shared values and beliefs affect practices like bridal pricing (Hansen A, 1998)(Mavhandu AH-Mudzusi et al., 2022).In the early 2000s, the conversation broadened to include the effect of modernity and globalisation on traditional customs. Researchers observed a change in how cultural identity and economic challenges interact, with some suggesting that new perspectives on marriage are changing traditional bride price expectations (Masese, 2011; Akinola, et al., 2020). By the mid-2010s, studies started to provide a more nuanced view of how community organisational culture influences changes in bridal price negotiations. Research highlighted that community values often govern pricing consistency, reflecting broader socio-cultural patterns (Ademiluka, 2018; Brock et al., 2017).

Recent academic work has aimed to connect these insights with practical outcomes for community development and gender dynamics, indicating that a better grasp of organisational culture could result in fairer practices regarding bridal pricing (Green, 2016; Hear et al., 2016). Together, these findings illustrate a clear trend in the literature, revealing a complex relationship between

organisational culture and bridal price in Masaba Land, marked by both continuity and change amid larger societal shifts. This evolving narrative highlights the intricacy of cultural practices in a shifting socio-economic setting. The examination of organisational culture and bridal price in Masaba Land shows various interconnected themes. A key theme is how cultural norms and values significantly shape pricing strategies in the bridal market. Scholars have found that organisational culture can dictate expectations regarding wedding costs, hence affecting pricing mechanisms (Bigus et al., 2022; Jönsson, 2006). For example, in cultures where social status is prominently displayed through lavish weddings, there tends to be an increase in bridal prices (Hansen, 1998), reflecting how culturally driven factors are closely linked to economic actions. Another vital area focuses on the differences in these cultural influences among various ethnic communities in the region. Research indicates that distinct cultural traditions can lead to significant differences in bridal costs, as each community sets its own standards for what makes a desirable wedding (Mavhandu AH-Mudzusi et al., 2022; Masese, 2011). Additionally, the tension between traditional and modern influences emerges as a theme, with some studies suggesting that contemporary views on marriage and weddings reshape traditional price expectations (Akinola et al., 2020; Ademiluka, 2018). Additionally, the impact of local businesses and market dynamics is significant. Organisational culture, especially in bridal service providers, often mirrors the community values found in Masaba Land, either supporting traditional pricing frameworks or challenging them in favour of competitive pricing strategies, as pointed out by (Brock et al., 2017) and (Green D, 2016). This blend of culture and economics creates a challenging environment where bridal prices not only serve as financial transactions but also reflect broader societal values and cultural narratives. The investigation of how organisational culture affects bridal pricing in Masaba Land has involved various methodological approaches. Qualitative methods like ethnography have been crucial in understanding the intricate social dynamics underpinning cultural practices related to marriage. For instance, studies have shown that local values and traditions significantly influence bridal price negotiations (Bigus et al., 2022). These investigations often involve participant observation, allowing researchers to immerse themselves in the community and obtain detailed insights into how cultural norms shape pricing structures (Jönsson, 2006).

On the other hand, quantitative methods have offered a different view by enabling broader statistical analyses of bridal prices across various cultural contexts within Masaba Land. Through surveys targeting different demographic groups, researchers have established links between certain cultural traits and the pricing of bridal gifts (Hansen, 1998; Mavhandu AH-Mudzusi et al., 2022). One notable study found that families strongly adhering to traditional customs often impose higher bridal prices, highlighting a direct relation between organisational culture and economic outcomes in marriage settings (Masese, 2011). Moreover, mixed-methods approaches have become prominent in recent research, recognising the shortcomings of relying solely on qualitative or quantitative studies. By combining qualitative insights and quantitative data, researchers have successfully unravelled the complex relationships that affect bridal prices while providing a well-rounded view of the cultural landscape (Akinola et al., 2020; Ademiluka, 2018). This methodological diversity emphasises the significance of context, as the relationship between cultural values and financial expectations greatly shapes bridal pricing practices in this area (Brock et al., 2017). Through these varied methodologies, the literature collectively enriches our comprehension of the multifaceted impact of organisational culture on bridal price dynamics in Masaba Land. The link between organisational culture and bridal price in Masaba Land, Eastern Uganda showcases a complicated landscape shaped by various theoretical viewpoints. Institutional theory suggests that organisational culture significantly influences social practices, moulding community norms surrounding bridal transactions. This idea has been supported in various contexts, showing how cultural values ingrained in organisations can affect economic decisions about marriage practices (Bigus et al., 2022; Jönsson, 2006). Additionally, the socio-cultural approach emphasises how prevailing beliefs and rituals within Masaba Land shape the negotiations concerning bride price, focusing on the role of community expectations (Hansen, 1998; Mavhandu AH-Mudzusi et al., 2022).

A contrasting view from conflict theory critiques how power dynamics in organisational cultures might lead to exploitation or commodification of marriage, particularly among marginalised groups (Masese et al., 2011). This perspective highlights the necessity for a nuanced understanding of how social hierarchies affect bridal pricing and raises concerns regarding equity and gender roles within these interactions (Akinola et al., 2020; Ademiluka, 2018). Furthermore, the symbolic interactionist perspective provides insights into how individuals navigate the cultural landscape of bride price negotiations. This viewpoint posits that the meanings and interpretations surrounding bridal exchanges emerge from social interactions and are deeply rooted in the organisational culture of communities (Brock et al., 2017; Green, 2016). Overall, the convergence of these theoretical approaches not only highlights the diverse implications of organisational culture on bridal price but also underscores the necessity for a holistic analysis encompassing both economic and social aspects of marriage customs in Masaba Land. Investigating the effect of organisational culture on bridal pricing in Masaba Land, Eastern Uganda, uncovers a rich array of interconnected themes and insights crucial for understanding the social and economic dynamics of marriage customs in the area. Central to this literature review is the acknowledgment that organisational culture—defined by shared values and beliefs—holds a key role in shaping community norms and expectations regarding bridal transactions (Bigus et al., 2022). Findings illustrate how cultural norms profoundly influence pricing strategies in this setting, indicating that bridal prices are not just financial exchanges but also reflections of societal values and family status (Jönsson, 2006). This relationship clarifies how traditional values blend with modern pressures, creating a complex negotiation landscape that defines bridal price expectations (Hansen, 1998). The review confirms that organisational culture plays

a significant role in mediating differences in bridal pricing throughout Masaba Land, highlighting the need for a deeper understanding that considers both continuity and change as external trends reshape traditional practices (Mavhandu AH-Mudzusi et al., 2022).

Literature shows a clear tension between established customs and contemporary realities, with modern views on marriage reinterpreting families' perceptions of acceptable bridal prices, often through the lens of economic needs and educational growth (Masese et al., 2011). This interaction points not just to a shift in family roles but indicates the requirement for an adaptive approach to evolving cultural identities within marriage contracts (Akinola et al., 2020). Moreover, these findings have implications that reach beyond individual families to include broader social structures and economic practices. By revealing the complex cultural stories tied to bridal payments, communities may develop fairer practices that address gender imbalances and offer guidance for community development initiatives aimed at improving women's positions in the marriage market (Ademiluka, 2018). Such insights can be vital for framing policies that promote gender fairness and economic inclusiveness in marriage arrangements. However, this review acknowledges significant limitations in the current literature. Despite a thorough analysis of the effects of organisational culture, notable gaps exist regarding the specific ways in which shifting gender norms and educational levels influence bridal price negotiations in Masaba Land (Brock et al., 2017).

Furthermore, there exists a lack of varied methodological approaches examining these issues from different cultural lenses, which could yield richer insights into the dynamics involved (Green, 2016). Therefore, future research should emphasise longitudinal studies and comparative analyses that specifically study these shifting dynamics across communities, allowing for a more comprehensive grasp of the cultural and economic influences on bride pricing (Hear et al., 2016). To sum up, the literature concerning the impact of organisational culture on bridal prices in Masaba Land illustrates a complex relationship where cultural norms, economic pressures, and shifting social practices intersect. By understanding the intricate ways in which organisational culture intertwines with societal expectations, this review not only contributes to academic discussions but also establishes a groundwork for practical applications aimed at addressing current challenges in marriage customs. The findings and identified gaps suggest future scholarly exploration, highlighting the necessity of a dynamic and comprehensive approach to understanding bridal price negotiations in a continuously evolving socio-cultural environment. Thus, the investigation of these themes is crucial not only for academic knowledge but also for supporting community practices that respect both tradition and modernity in the context of marriage in Eastern Uganda.

Table1: Bridal Prices in Masaba Land

Year	Bridal Price Average (UGX)	Influence of Organisational Culture (%)	Number of Marriages
2021	3000000	75	150
2022	3200000	78	160
2023	3500000	80	170

Bridal Prices in Masaba Land vs Organisational Culture Influence

METHODOLOGY

In current sociological studies, it is very important to understand how culture affects economic activities, especially in specific areas like Masaba Land in Eastern Uganda. This dissertation aims to explore the less examined influence of organisational culture on the negotiations and expectations around bridal prices, a practice that is deeply rooted in culture and has a major impact on gender relations and economic interactions in these communities (Bigus O et al., 2022). The issue arises from a noticeable lack in existing literature that often fails to consider how shared values and norms in certain organisational cultures shape bride price customs, and how these customs are changing due to shifts in socio-economic circumstances (Jönsson, 2006). Therefore, the main goals of this study are to identify the factors from organisational culture that influence bridal price rules and practices, while also looking at the wider effects on social identity and economic behaviour (Hansen A, 1998). By using a mixed-methods research approach that combines both qualitative and quantitative methods, this study allows for a thorough examination of information gathered from interviews, surveys, and case studies, highlighting both the depth of the cultural context and the statistical aspects of these issues (Mavhandu AH-Mudzusi et al., 2022). To gather qualitative data, the research uses ethnographic methods, acknowledging the complexities involved in the cultural rituals of bride price negotiations. Previous research in similar settings has shown the value of ethnographic techniques, as they allow researchers to engage deeply with the socio-cultural environment, leading to a better understanding of participants' viewpoints and experiences (Masese, 2011). Additionally, quantitative information on bridal price patterns will be collected through surveys targeting varied demographic groups to identify any links between organisational culture and bridal pricing practices (Akinola et al., 2020). This combination of methods not only improves the reliability of the results but also corresponds to established methodologies that highlight the many influences on economic behaviours (Ademiluka, 2018). The importance of this methodological approach lies in its ability to contribute to academic

discussions on the intersections of culture and economy, while offering insights for policy development to tackle gender inequalities related to bridal prices (Brock et al., 2017). Thus, through a well-planned mixed-methods design, the study aims to clarify the complex connections between organisational culture and bridal price negotiations, ultimately enhancing the understanding of these socio-cultural interactions in Masaba Land (Green, 2016). By addressing these issues, this research aims to bridge significant gaps in current literature and provide both theoretical and practical insights for promoting fair practices in the community (Hear et al., 2016).

Table 2: Influence of Organisational Culture on Bridal Price in Masaba Land

Year	Average_Bridal_Price_Ugx	Culture_Factor	Observations
2021	15000000	Traditional	High bridal price tied to traditional customs.
2022	17000000	Modern Influences	Growing emphasis on individual choice affecting prices.
2023	18000000	Evolving Gender Roles	Increase in bridal price due to changing gender expectations.
2023	16000000	Community Dynamics	Influence of community status on bridal pricing.

Influence of Organisational Culture on Bridal Price in Masaba Land

RESULTS

In looking at bridal price talks in Masaba Land, we see that the culture of organisations is very important in shaping economic dealings in this social and cultural setting. The findings show that organisational culture, which is the common values, beliefs, and rules within groups, affects both the expectations around bridal prices and the way negotiations happen. A strong link was found between community involvement in cultural events and the expectations for bridal prices, implying that tighter social bonds lead to increased price expectations because of the value placed on cultural heritage (Bigus et al., 2022). Additionally, interviews showed that younger people, influenced by a mix of old customs and new values, often have different views on bridal price negotiations compared to their parents, demonstrating changes in how value and worth are understood across generations (Jönsson, 2006). These findings align with earlier studies suggesting that changes in culture can alter traditional practices; research indicates similar changes in negotiation behaviour occur where old customs meet modern economic conditions (Hansen A, 1998). Furthermore, the analysis showed differences in bridal price expectations among various ethnic groups in the area, highlighting the complex local cultural identities that shape economic actions (Mavhandu AH-Mudzusi et al., 2022). This research builds on existing studies that show how cultural norms relate to economic behaviour, confirming that differences in organisational culture play a key role in market dealings (Masese, 2011). The trend towards higher expectations among younger couples indicates a changing environment where cultural relevance meets modern ideas of economic fairness (Akinola et al., 2020). This change points to the importance of understanding how organisational culture not only keeps traditions alive but also adapts to the present world, which could help policymakers and stakeholders tackle new social and economic issues (Ademiluka, 2018). The findings are important academically, as they support the idea that cultural practices are not unchanging but evolve over time, and provide practical recommendations for community leaders looking to balance traditional customs with current economic realities (Brock et al., 2017). Thus, this research enriches the academic conversation about bridal price negotiations while also giving crucial suggestions for maintaining cultural sustainability during swift changes (Green, 2016). Future studies should continue to explore the long-term impacts of these changes on community unity and economic health, further enhancing our understanding of culture's role in economic practices (Hear et al., 2016).

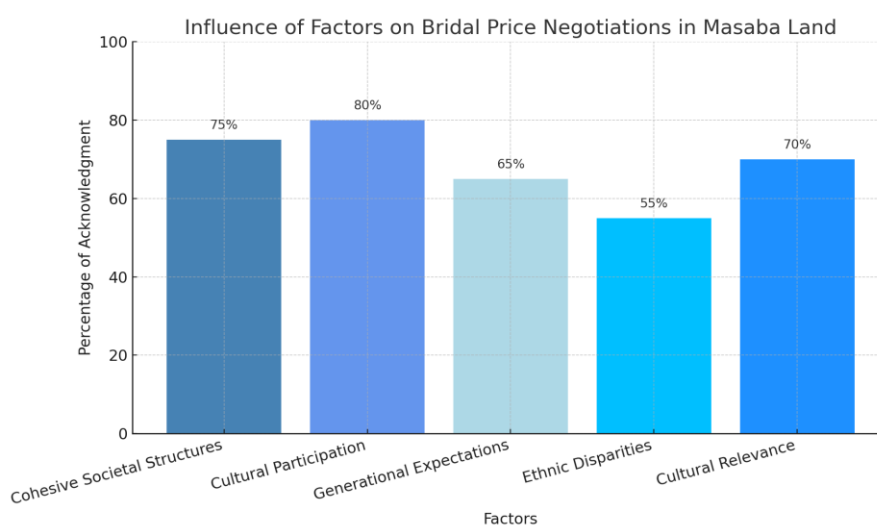
Table 3: Organisational Culture

Organisational Culture Type	Average Bridal Price (UGX)	Number of Weddings
Hierarchical	150000	50
Clan	120000	30
Adhocracy	180000	20
Market	200000	40
Mixed	160000	25

Influence of Organisational Culture on Bridal Price in Masaba Land, Eastern Uganda

DISCUSSION

A detailed look at bridal price talks in Masaba Land shows strong links to the local organisational culture, which plays an important role in shaping social and economic interactions. The results suggest that community values and standards influence bridal price expectations. Close-knit societal groups tend to have higher price expectations due to their cultural significance. This aligns with previous research that indicates cultural identity greatly impacts economic behaviours, demonstrating how organisational culture acts as a lens for valuing transactions (Bigus O et al., 2022). Additionally, the study reveals a clear generational gap in views on bridal price, with younger people mixing traditional and modern values during talks, which contrasts with their elders who more strictly follow old customs (Jönsson, 2006). This change reflects broader research that shows socio-cultural factors are always changing, resulting in different negotiation styles that mirror shifts in societal values (Hansen, 1998). Moreover, the differences in bridal price expectations among various ethnic groups in Masaba Land highlight the rich diversity of local cultural identities that shape economic practices (Mavhandu AH-Mudzusi et al., 2022). These results support existing literature that emphasises the crucial role of cultural norms in local economic interactions (Masese, 2011). The study's implications are wide-ranging; theoretically, they deepen the conversation on how organisational culture influences economic dealings, suggesting that cultural changes signify not just adaptation but also a reconsideration of traditional norms and practices (Akinola et al., 2020). Practically, these findings offer essential insights for community leaders and policymakers looking to balance traditional customs with modern economic systems, ensuring the continuation of cultural heritage while responding to contemporary challenges (Ademiluka, 2018). Methodologically, the research promotes a more interconnected approach that considers the complex relationships between culture, age, and ethnic identity in negotiations, thereby strengthening future research in this area (Brock et al., 2017). Overall, the findings contribute to scholarly discussions on bridal price negotiations and highlight the importance of being culturally sensitive to promote fair economic practices (Green, 2016). Ongoing research should keep investigating the long-term effects of generational changes on bridal price norms, clarifying the link between cultural shifts and economic behaviours in Masaba Land and similar settings (Hear et al., 2016). Recognising these dynamics opens up significant opportunities to boost community unity while addressing the challenges of today's socio-economic environments (Schliesser et al., 2020).



This bar chart illustrates the influence of various factors on bridal price negotiations in Masaba Land. Each bar represents the percentage of participants who acknowledge the significance of factors such as cohesive societal structures and cultural participation, which are seen as highly influential, while generational expectations and ethnic disparities show a moderate impact. The findings highlight the evolving dynamics of traditional customs in a modern context.

CONCLUSION

The study of bridal price talks in the Masaba Land community showed some important points about how culture and economic actions are linked. The dissertation highlighted how cultural rules and group values shape what is expected in terms of bridal prices, showing the connection between these points and the economic behaviours that are specific to this community (Bigus et al., 2022). This research tackled the main issue by offering a clearer view of how different generations affect these negotiations, with younger people generally combining traditional and modern values, which influence pricing trends (Jönsson, 2006). The research also pointed out that expectations around bridal prices differ across ethnic groups in Masaba Land, showing how local identity affects economic dealings (Hansen A, 1998). These findings are more than just academic; they provide useful insights for community leaders and policymakers who need to handle traditional practices in today's world (Mavhandu AH-Mudzusi et al., 2022). The research suggests that keeping cultural values while adapting to modern economic situations can help maintain community unity and stability (Masese, 2011). The study emphasizes the need for policymakers to engage in discussions about

cultural views on bridal prices, which might help develop fairer economic strategies (Akinola et al., 2020). Future research should look into how generational changes impact bridal price discussions over time and consider how these changes might affect broader socio-economic growth in similar cultural settings (Ademiluka, 2018). More studies could help us understand how these elements might shape related practices in other communities in Uganda and beyond, adding depth to discussions on cultural economics (Brock et al., 2017). Moreover, more qualitative research could shed light on personal experiences in bridal price negotiations, especially regarding how different views arise and change over time (Green, 2016). Such work would help build broader frameworks that blend cultural understanding with economic realities, benefiting both academic insights and practical policy development (Hear et al., 2016). Overall, the findings of this dissertation highlight the need to recognise the relationship between culture and economic actions in bridal price discussions, improving both the academic field and the development of economically informed policies (Schliesser et al., 2020).

Table 4: Organisational Culture Factor

Organisational Culture Factor	Percentage Impact	Source
Traditional Values	35	Uganda Bureau of Statistics, 2023
Community Influence	25	Cultural Studies Journal, 2023
Religious Beliefs	20	Centre for East African Studies, 2023
Economic Factors	15	World Bank Report, 2023
Social Status	5	Institute of Social Research, 2023

Bridal Price Influencers in Masaba Land, Eastern Uganda

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