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Social Capital: its role in marketing praxis through 17 ideas

Capital social: su papel en la práctica del marketing a través de 17 ideas

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Abstract

This exploratory and descriptive article aims to link the theory of Social Capital and Marketing. With this purpose it starts from a criticism of the traditional approach of economic science (neoclassical paradigm), which led years ago towards a self-contained and very transactional marketing approach. Next, through 17 ideas, it is presented the real —or potential— and enriching contribution of social capital (norms and values, trust, social networks) to the theory and practice of strategic marketing and tactical marketing.

Keywords: marketing, social capital, social network, norms and values, trust,neoclassical paradigm, sustainability, macro environment, relational marketing, prosociality

Resumen

Este artículo, de naturaleza exploratoria y descriptiva, tiene como objetivo vincular la teoría del Capital Social y el Marketing. Bajo este prisma, se inicia con una crítica al enfoque tradicional de la ciencia económica (paradigma neoclásico), que condujo hace años a un enfoque de marketing "aislado" y muy transaccional. A continuación, a través

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de 17 puntos, se presenta la contribución real —o potencial— y enriquecedora del capital social (normas y valores, confianza, redes sociales) a la teoría y *praxis* del marketing estratégico y el marketing operativo.

Palabras clave: marketing, capital social, red social, normas y valores, confianza, paradigma neoclásico, sostenibilidad, macroentorno, marketing relacional, prosocialidad

1. INTRODUCTION

The traditional approach of the economy, based on the neoclassical paradigm and on the figure of *homo economicus*, avoids any hint of a "multidisciplinary vision" and rejects the study of the interrelation between "the social" and "the economic", as well as the possibility of that the individual has a utility that goes beyond the mere pursuit of personal interest (Granovetter, 1985, p. 1481). The neoclassical orientation has become the *praxis* of teaching for a long time in business schools around the world, in which the individual apprehends that the only goal is the search for personal and / or organizational benefit (Ghoshal, 2005; Etzioni, 2007).

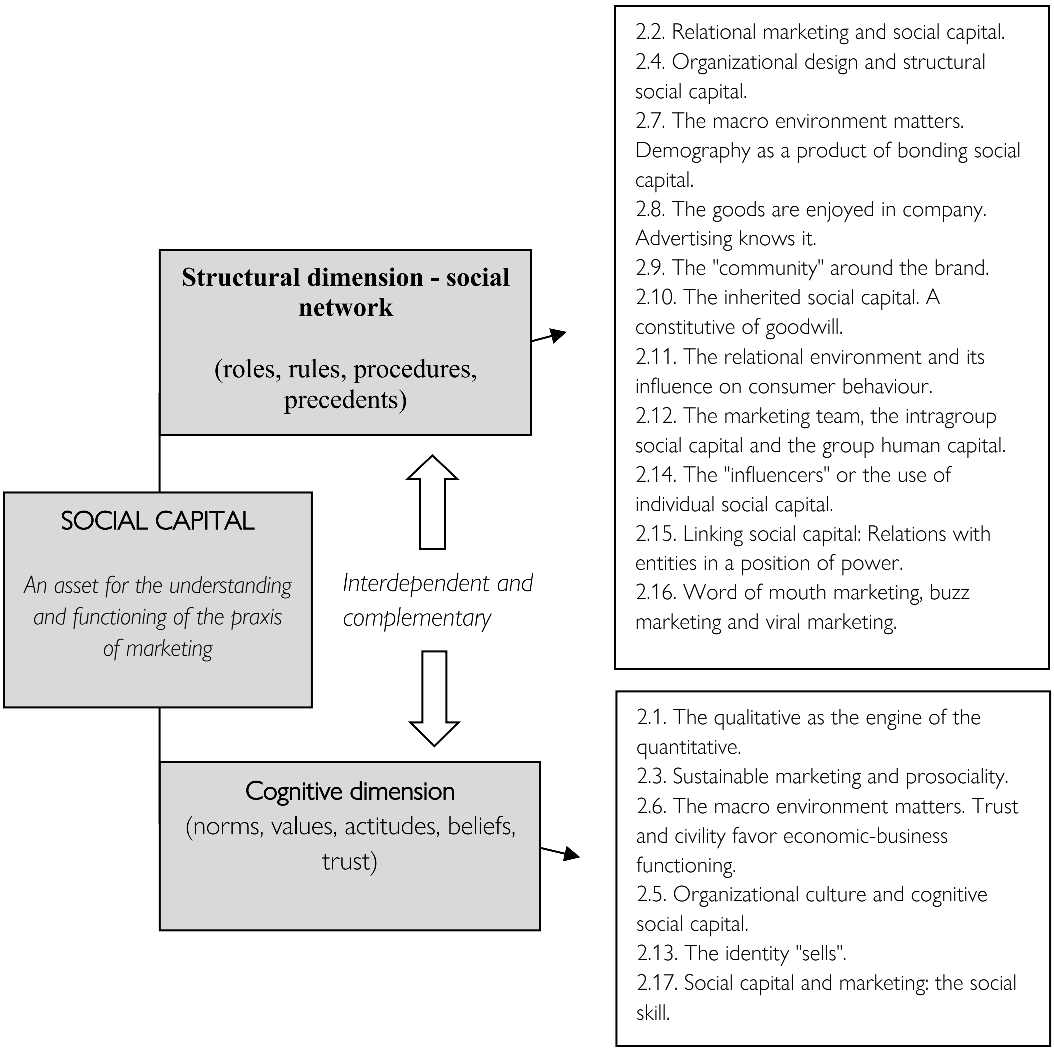
Amartya Sen (1977) calls "rational fool" the classic characterization of the economic man, selfish and motivated only by his own interest, and asks what kind of (economic) rationality is that which eliminates the possibility of reaching the best solution for the sake of some premises wrong. While it is true that there are behaviors in which the producer and the consumer try to maximize their own interest leaving aside any consideration of a "non-instrumental" nature (Sen, 1977, p. 330), in the bulk of the business and economic activity, commitment, ethics, morality and relationality play a more or less significant role.

This entry serves as a reminder that marketing has been criticized over the years —today is changing— for its excessive transactional and short-term vision and for having a neoclassical philosophy that is oriented towards the only satisfaction of the self-interest of the organization; thus disregarding aspects of the "social dimension" (moral-ethics, reciprocity, trust, social network, sustainability) that in the medium and long term can be —and are— profitable and beneficial for the parties involved (Kilbourne et al., 1997; Santesmases, 2012; Kotler and Armstong, 2013).

These elements are in their totality collected by the variable "social capital", which completes together with human capital the set of endowments presented by the economy, traditionally more concerned with natural capital, physical capital and financial capital. In particular, social capital encompasses the set of attributes (structural and cognitive) of the social dimension that promotes cooperative behavior and favors the functioning of the economy and society in general (Membiela, 2016). The theory of social capital has had, for twenty-five years, an exponential growth in terms of scientific and informative articles, essays and monographs, doctoral theses and references published ad hoc. It has entered to inform a large number of areas; such as economics, sociology, politics, education, family, health, crime, organization theory and even technological innovation (Castiglione et al., 2008, p. 1; Guiso, Sapienza and Zingales, 2011, p. 418).

This article studies the link between social capital and marketing (fig. 1), related the latter to the business sector and understood as the set of principles and practices that seek to increase trade, especially demand. Marketing is a function of organizations, and a set of processes to create, communicate and deliver value to customers and to manage relationships with customers through procedures that benefit the organization and stakeholders (AMA, 2004).

Figure 1. The dimensions of Social Capital and its link to issues related to Marketing praxis (source: own elaboration)



Social capital plays a role in the understanding and praxis of strategic marketing (analysis dimension) and tactical marketing (action dimension – marketing mix). Operates in the structure and culture of the company, in the analysis of the micro-environment and the macro-environment, in the relations of the organization, in the commercial distribution, in the identity of the product or service, in the mix of communication, in the sustainability, in the credibility... In summary, social capital provides value to marketing and plays a clear role in achieving the quantitative objectives of any organization. All this will be seen below through 17 ideas that seek to present a state of the art in regards to the proposed link.

2. SOCIAL CAPITAL: ITS ROLE IN MARKETING PRAXIS THROUGH 17 IDEAS

2.1. The qualitative as the engine of the quantitative

The idea that "the qualitative" is an engine of "the quantitative" can and should be considered a macro principle of Marketing.

The organization has a set of quantitative goals such as sales volume, turnover, margin, market share, profit or profitability (Avlonitis and Indounas, 2005). It also has qualitative objectives that are more difficult to assess: customer satisfaction, image, reputation, quality, prestige, fidelity, kindness and courtesy (Díez de Castro et al., 1993).

The qualitative aspects have great importance and contribute to the achievement of the quantitative goals (Díez de Castro et al., 1993, pp. 19); they are not contradictory but complementary (Boakari, 1998).

The norms and values, the image, the attitude, the quality of the relationships or the reputation (constitutive elements of the human factor and of the social capital) are decisive assets in the commercial activity, in particular in the running of a retailer, where the customer receives attention and perceives an atmosphere that may or may not help the transaction to be executed (Sugden, 2005, p. 66; Bigné, 2011; Deloitte, 2017).

2.2. Relational marketing and social capital

The traditional paradigm of marketing is characterized by its "transactional" orientation, focusing on the occasional transaction, having a short-term vision, paying little attention to the relationship with customers, and presenting a philosophy of "rivalry and conflict" with the intermediaries (Mesonero and Alcaide, 2012); is developed under rational and utilitarian criteria, where individual interests take precedence over joint benefit (Córdoba, 2009).

At the end of the eighties this transactional approach began to weaken and relational marketing became more relevant, linked to the current orientation of marketing focused on the market and the consumer (Alfaro, 2004). Relational marketing is concerned with creating, developing and maintaining long-lasting and mutually beneficial relationships with clients and with other exchange partners, as a decisive step to achieve a competitive advantage and maintain and increase business (Kotler and Armstrong, 2004).

In this sense, relational marketing places the emphasis on the marketing network, that is the "organizational social capital", which includes: customers, employees, suppliers, distributors, retailers, competitors and interest groups (government, local community, mass media, shareholders, financial community, public and private organizations) (Morgan and Hunt, 1994).

Relational marketing serves to strengthen economic, technical and social ties between members of the network (social capital), increases trust and reciprocity between the parties, lowers costs and extends the duration of transactions (Kotler, 1994).

2.3. Sustainable marketing and prosociality

A few years ago, marketing began to be criticized for its lack of concern for the social and environmental issues; for issues relating to high prices, deceptive practices, high-pressure sales, poor or unsafe products, programmed obsolescence and poor service to disadvantaged consumers; also because of its negative impact on society by creating false desires and too much materialism, as well as cultural contamination (Kotler and Armstrong, 2013).

This context led to the emergence of relational marketing, expressed in the previous point, and also of "sustainable marketing". The latter expresses the need to implement responsible actions in the social, environmental and ethical spheres, which provide value not only to current consumers and companies but also to future generations and the whole society (Santesmases, 2012).

On the other hand, the *prosocial* concept, or *prosociality*, is essential in the study of social capital. It was used by Zamagni (1995) to allude in a generic way to the set of behaviors that favor the construction of social groupings and the common good (Sánchez-Santos and Pena-López, 2005, p. 139; Pena-López and Sánchez-Santos, 2006, p. 56; Membiela-Pollán, 2013). Zamagni points out that prosocial actions are "not because they are in the public interest but because they are developed under the mental prism of the public interest" (*ibid*, pp. 15-16). Similarly, Dasgupta (2005) points to the "prosocial disposition" among the factors that generate trust and promote cooperation and well-being.

The link between sustainable marketing and prosociality is established from the moment in which the first one is developed "under the prism of public interest", omitting the single objective of the maximization of organizational interest and the short-term vision that accompanies this precept, and seeking lasting relationships with customers, as well as the long-term welfare of society.

2.4. Organizational design and structural social capital

In social capital three dimensions are differentiated: the "structural", the "cognitive" and the "relational" (Uphoff, 2000; Membiela, 2015). These three dimensions are

interdependent and favor collective action and cooperative and mutually beneficial behavior.
The structural dimension refers to the relational network-structure and the set of roles, rules, precedents and procedures inherent in it (Uphoff, 2000, p.18).
Any organization has a structure —organizational— with two fundamental functions: 1) define the lines of authority and the role of employees of the different departments, and 2) serve as a basis for communication and information extraction from the market. In this way, the organizational structure can be defined as the formal system of tasks and authority relations that controls how people coordinate their actions and use resources to achieve the goals of the organization (Jones, 2008).
The organizational structure pursues the objectives of efficacy (allows the contribution of each individual to the achievement of the goals of the company) and efficiency (facilitates the achievement of the desired objectives with the minimum possible cost) (Chiavenato, 2002), and structural social capital has a notable rol in it.

2.5. Organizational culture and cognitive social capital

If the structural dimension of social capital is linked to organizational design, the cognitive dimension links to the organizational culture.
Cognitive social capital frames the specified norms, values, attitudes and beliefs (Uphoff, 2000, p. 218); it is the "content", versus the "structure" (Fennema and Tillie, 2008). For its part, the organizational culture corresponds to belief systems or frames of references (experiences, habits, customs, symbols, myths, values) that the members of the organization, institution, administration, corporation, company, or business share in different grade (García Álvarez, 2006; Bretones and Silva, 2009).
This organizational culture is considered as a means or resource that can be managed to favor the performance and achievement of the objectives; and if that resource adds value, it can become a competitive advantage and a "strategic asset" that supports the company's success (Barney, 1986; Rodríguez Garay, 2009). The functional potential of the organizational culture resides in that: it gives the members a clear sense of identity; specifies what is important and how to do things, reducing the ambiguity, insecurity and anxiety of the members; it acts as a mechanism of subconscious control; it replaces written rules and regulations; reinforces commitment and identification; creates a distinctive institutional image; install assumptions, beliefs and values; reinforces the "mission of the company"; and increases the stability and cohesion of the social system (Robbins, 1999; Rodríguez Garay, 2009; Santesmases, 2012).

2.6. The macro environment matters. Trust and civility favor economic-business functioning

The exchange relationship between the company and the market is developed within a commercial system in which there are a number of factors not controllable by the organization (Santesmases, 2012). These factors, which affect the operation of the company by inferring opportunities and threats, make up the macro-environment (socio-cultural, political-legal, demographic, economic, technological, environmental) and the micro-environment (elements closer to the company such as suppliers, intermediaries, interest groups, customers, competitors) (Kotler and Armstrong, 2013). Within the "macro", the socio-political environment and in particular the levels of trust and civility that a society presents, affect economic-business performance (Fukuyama, 1995; Arrow, 2000; Delhey and Newton, 2003; Wolleb, 2008, p. 373). In this regard, the "macrosocial perspective" of social capital equates this construct with civility, general trust and social cohesion, and points out, as effects, the best functioning of the economy, institutions and society in general (Putnam, 1993; Knack and Keefer, 1997).

A highly reliable atmosphere clearly reduces the "transaction costs" associated with economic activity (information costs, contract monitoring, conflict, etc.) (Sánchez-Santos and Pena-López, 2005, p. 146). Trust also stimulates investment and favors innovation (Knack and Keefer, 1997, pp. 1252-1253). It boosts cooperation, integration, harmony and social cohesion. And it reduces any problem associated with collective action (Putnam, 2000; Welch et al., 2005).

2.7. The macro environment matters. Demography as a product of bonding social capital

As we have indicated, the environment is everything that is foreign to the company. It is given by the set of forces and factors that are beyond the control of the firm and that can have an impact on it (Mintzberg, 1979). Within the macro, the demographic environment, which has a great interest for marketing specialists because it refers to people, and people make markets (Kotler et al., 2004), takes on special relevance today. Consequently, the evolution of the population and its structure affect the potential market and the demand from a qualitative point of view (Grande Esteban, 1993).

Paul Samuelson (1970) collects the threat that population aging poses for the future of society, both for economic reasons such as maintaining the demand for goods and services or for the viability of the social protection system. This author (*ibid*., p. 100), like Tamames (1969, p. 15) and the historian Rondo Cameron (2005, p. 33), relies on the demographers Dupréel, Sauvy and Peggy to express the positive repercussion that demography has in the economy. Low fertility and aging negatively influence demand. Consumption is a function of the volume of income and this decreases with age, following the "income profile by age". That is, once the individual finishes his studies, the income tends to grow and then stagnate towards the age of forty and go down slowly first and then faster; ending the process in the collection of the retirement pension (Pearce, 1999). In this way, the path of income takes the form of a parabola. To this must be added the saturation of the needs and the less dynamic profile of consumers of advanced age. In this last sense, Francisco Cabrillo (1996, p. 50) states that the demographic structure influences the quantity and type of consumer goods that are demanded. Thus, the birth rate affects the sale of toys, baby food, products for the hygiene of children, day care centers, schools, etc. While the delay in the celebration of marriage implies a lower demand for housing and equipment for new homes (Santesmases, 2012).

Similarly, by deducting consumption, it generates effects on production and therefore on investment. Raymond Barre (1977, p. 100) argues that the demand stimulates investment and citing the demographer Dr. Löch affirms that the demographic expansion acts with intensity on the demand of the goods of production. In a similar line, Fernández Leiceaga (2000, p. 24) picks up Keynes' estimate from a historical series covering the period between 1860 and 1913, in which he concludes that half of the investment has as its main motivation the population increase.

Therefore, we observe how an external factor, not controllable by the company, constitutes a threat that harms or may harm the achievement of the organization's objectives. This demographic factor is closely related to the nature and structure of family ties, and shows a clear link with the bonding social capital (strong ties) (Membiela, 2016). Thus, changes in bonding social capital affect the population structure, transforming the environment and affecting the company as an opportunity or a threat.

2.8. The goods are enjoyed in company. Advertising knows it

The scope that sociability has for subjective well-being is apparent from the research of Kahneman et al. (2004), in which they point out that in only one of fifteen activities carried out in everyday life (to pray) people preferred to be alone (although this same action is interpretable in relational terms). The subjects enjoyed to a greater degree the other activities (exercise, rest, food, shopping, domestic work...) when other people were present (Bruni, 2010, p. 395).

In this way, "relational goods", understood as the "communicative-affective and non-instrumental dimension of interpersonal relationships" (Pena-López et al., 2017), and identifiable with the notions of friendship, mutual love, feeling of belonging to a group, companionship or social approval (Nussbaum, 1995 [1986], 1987; Uhlaner, 1989; Bartolini, 2007), are frequently used assets in marketing actions. Specifically, this expressive dimension of social capital is a constitutive element of experiential marketing (experience or emotional marketing), linked to the experience that the consumer

experiences before the purchase, during the purchase process, and in all possible interactions later (Lenderman and Sánchez, 2008).
Advertising ads are a good example of the above. Because sociability provides well-being and since individuals like to do most of the activities in company, the advertisements propose the consumption of the good or service in an attractive environment, where social interaction is alive. The spots related to drinks, food, household products, perfumes or cars, show the viewer pleasant scenarios in which family, friends and / or love are present. The individual identifies with the social relationships represented and with the different characters (Santos Martínez et al., 2014) and *a priori* is attracted to experiencing analogous situations.

2.9. The "community" around the brand

For most authors of the nineteenth and twentieth centuries, the concept *community* designates the various types of relationship characterized by affective ties and by a commitment of a moral nature (norms and shared values), and a type of common adherence to a social group (Nisbet, 1984). This conception of the community shows its essence through the attributes: social interaction, collective self-sufficiency, common objectives, a certain sense of belonging and commitment to the group, and other specific rules (Siles, 2005). However, the characterization and attributes cited will vary according to the type of reference community. In this line, Muniz and O'Guinn (2001, p. 412) introduced the concept of *brand community* in the marketing literature, defining it as a specialized community, not geographically linked, based on a structured set of social relationships between the fans of a brand.
In the theory of capital, identity and the feeling of belonging to collectivities and organizations (church, clan, brand) are called *belonging social capital* (Lin, 2008, p. 60).
Organizations are interested in promoting in the client the "sense of belonging" to the brand, and do it offline and online (Internet); three notorious examples are those of Harley-Davidson, Apple and Nike, brands with a high symbolic content and iconic status (Wirtz et al., 2013).
The consumer perceives himself as a member of a differentiated community with which he identifies himself, whether by image, lifestyle, ideals, or by the "superior" utility that it provides in the form of social benefits (subjective well-being) and instrumental benefits (assistance, information and advice) (Muniz and O'Guinn, 2001; Dholakia et al., 2009).
The community around the brand has repercussions in its defense and prescription (Marín-Rives and Ruiz de Maya, 2007), and in the transmission of its associated culture, as well as positive feedback with the company itself.

2.10. The inherited social capital. A constitutive of goodwill

The inherited social capital is defined as the set of contacts, relationships and forms of behavior that a family, community or organization transmits to its successors (from Bordieu, 1986; Wintrobe, 1995).

The commercial relationships of an organization with customers, intermediaries, suppliers and retailers are in many cases "inherited", transferred throughout the generations.

This reason arises in the research on "family capital" (Arreglè et al., 2004; Hoffman et al., 2006; Pena-López and Sánchez-Santos, 2011) focused on the study of the advantages that companies of this nature suppose; and classifiable in: strategic, financial, human resources and organizational. Among other aspects, it is pointed out that the relational fabric at the organizational level can be a source of competitive advantage over time.

In short, the "inherited social capital" infers effects on goodwill (intangible value that allows higher returns, and that is nourished, among other sources, the clientele that has the organization), in the learning curve (improvements in costs due to experience), and in transaction costs (coordination costs such as the "cost of negotiation and decision" and the "cost of monitoring and executing contracts") (Membiela, 2013).

2.11. The relational environment and its influence on consumer behavior

Consumer behavior refers to the set of activities carried out by a person or an organization from the moment they have a need until the moment they make the purchase and then use the product (Santesmases, 2012). The purchase of consumers is affected, to a large extent, by cultural, social, personal and psychological factors (Kotler and Armstrong, 2004).

In general, these factors are classified as "internal or psychological" (motivation, perception, experience / learning, personal characteristics and attitude); and "external or social" (culture / subculture, social class, social groups of reference, the family, influences of people, situations of purchase or consumption, and information) (García Sánchez, 2008; Santesmases, 2012).

From the above, it is observed that one of the factors with repercussion in the behavior of the consumer subject is the network of personal relationships, or "individual social capital". The person is inserted in a social group, and has a primary and secondary group that intervene in the formation of their beliefs, their attitudes and their behavior (Dumphy, 1972; Santesmases, 2012). On the one hand, family and close friendships (bonding social capital) form a primary social group with enormous weight in personality, attitudes and motivations, and influences individual purchases as joint. Likewise, the secondary groups (community, neighborhood, aspiration groups, acquaintances and contacts, co-workers and association, etc. — bridging social capital) exert an informative, normative and comparative influence on the focal subject, and act in their decision to purchase.

In summary, individual social capital affects consumer behavior because the social network prescribes, socializes, controls, trains, influences and provides information.

2.12 The marketing team, the intragroup social capital and the group human capital

By intragroup social capital we refer to the shared norms and values, trust and cooperative relations internal to the group; worked on the usual based on common interests or objectives (Durlauf, 2008; Sánchez-Santos and Pena-López, 2005; Uslaner, 2008; Guiso et al., 2011; Membiela, 2016).

In the marketing team are significant aspects its dimensioning, its preparation (specialist skills), and that its members express capacities and skills in a complementary way, in a positive climate of trust and cooperation, in order to implement efficiently and effectively the marketing plan of the organization (Drummond and Ensor, 2005).

In this way, intragroup social capital is relevant as a factor that endows the team with norms, cohesion and communication and supports the achievement of the proposed objectives (Helfert and Gemunden, 1998). This motive is linked to the concept of "group human capital" (Gui, 2001, p. 158), which expresses that a group will function adequately and will be technically complemented, being more productive, when there is disposition and virtuosity in the individuals that comprise it (capacity, extraversion, skills in conflict management, empathy, emotional stability, sense of justice, self-reflection and cooperativity) (Helfert and Gemuden, 1998).

2.13. The identity "sells"

By identity we refer to the set of features of an individual, an organization or community that characterize them compared to others. In the specific case of "cultural identity", this refers to the collection of historical events, referents, traditions, uses and customs, codes, symbols in common, norms and values shared by a population (Akerlof and Kranton, 2010). Identity is a source of social capital that generates certainty, organizational and social cohesion, civic capital, trust, productivity, income and economic growth (Knack and Keefer, 1997; Platteau, 1994; Easterly and Levine, 1997; Barro, 1997).

From the point of view of marketing, identity is an intangible quality that is associated with a corporation —corporate identity—, a brand —identity brand (Aaker, 1996)—, and goods and services marketed; and that in addition to providing various benefits satisfies a certain need in the consumer.

This attribute is often integrated into the product concept. As an example, the Mexico label on a tequila bottle favors the product image and adds value; as is the case with the kimono made in Japan, the shirt designed in Milan, the Spanish oil, the French wine

—“wine is not just wine” says Braudel (1979)— or the Swiss watch. These objects transfer to the consumer the perception of authenticity, tradition, certainty and know-how (Muchnick et al., 2005).

In the services we find a similar phenomenon, the case of Tourism being clear. Frequently, the traveling individual wishes to be a witness to folklore, social capital and the typical ways of life of the destination (De la Rosa, 2003); and the same agencies implement the processes of service provision taking into account that the consumer experience (experiential marketing) must be a fundamental part in the commercialization of the product or service (Lenderman and Sánchez, 2008). The identity “sells” and this is known by the owners of establishments in places of tourist affluence, whose merchandise —typical products— and setting is often linked to the “own” of the place.

2.14. The “influencers” or the use of individual social capital

We have pointed out that individual social capital refers both to the network of relationships held by the focal subject and to the characteristics of the person (social skills, charisma, status) that allow them to reap different returns.

The role of prescribers in the world of marketing is well known in relation to the use of known and credible persons as promoters of the brand, which act as intermediaries between the media and mass consumers (Santesmases, 2012, p. 287); although, in recent years, the attention given to this point has increased linked to the phenomenon of social media and influencer marketing.

In this sense, we speak of the “influencer” as that individual who enjoys credibility in a specific topic, has social influence and impacts on the communities of the media in which it is expressed, specifically in the field of social networks. Depending on their characteristics, skills, knowledge and aptitudes, they can become an adequate prescriber for the brand (Kotler and Armstrong, 2013, p. 133); obtaining returns in the form of notoriety, reputation, image, advertising, traffic and sales (Shirisha, 2018, p. 613).

Among the influencers are youtubers, bloggers, instagrammers and also specialists, technicians, reporters, consumers, athletes, models or actors.

2.15. Linking social capital: Relations with entities in a position of power

Linking social capital refers to ties with actors who personify the authority and power as representatives of public institutions (political parties, police, government) and private (banks, transnational corporations) (Woolcock, 2001; Szreter, 2002; Raiser, 2008). This type of social capital serves to mediate resources, influence, ideas and information between the individual or organizational agent and the formal institution; with what in case of existing it must be considered a strength of the organization.

The marketing plan of the organization can reflect at a strategic level ethical and profitable relationships, in the words of Grönroos (1997), with actors in positions of power, in that the latter are able to provide certain resources such as information or influence for the development of the proposed objectives. For example, Szreter (2002) analyzes the cases of Silicon Valley (California) and Tupelo Mississippi, where authorities cooperate with business groups by providing appropriate infrastructure and regulation of activities. In cases such as those described, the linking social capital derives a "spillover effect" because it promotes economic development beyond the main connection core. In short, it is a political and financial support with an impact on the effectiveness and sustainability of the projects, interpreted as the convergence of interests between the public sector, the private sector and civil society (Woolcock, 2001).

2.16. Word of mouth marketing, buzz marketing and viral marketing

In recent years, the concepts of "word of mouth marketing", "viral marketing" and "buzz marketing" have become popular, referring to forms of direct communication and the process of disseminating information (Santesmases, 2012, p. 78).

In some cases these three terms are put into the same bag (Cassingena, 2008), alluding to the goal of generating conversation among people, from the so-called "network effect", disseminating information and / or recommending a certain product or service. In an attempt to systematize, Dave Balter (2004) specifies and qualifies that "*word of mouth* is the effective sharing of opinion about a product between two or more consumers [...] and [...] occurs when those people express his preference for the brand naturally"; *buzz marketing* is based on "an event or a specific activity that generates advertising, information and expectations for the consumer [...] and is achieved by combining a specific event or experience with branding"; while *viral marketing* "is an attempt to disseminate a message that is distributed rapidly (exponentially) among consumers" (see Fumero et al., 2007, p.40).

In short, the individual is inserted into a social network in which strong ties and weak ties coexist, with which it interacts physically and virtually, and which for the exposed case act as communicators or recipients of the information that the company or organization seeks to propagate. Thus, social capital serves as an "active" in these three instruments: word of mouth marketing, viral marketing and buzz marketing.

2.17. Social capital and marketing: the social skill

The social skill is a constitutive element of the individual social capital (Glaeser et al., 2002) that facilitates the establishment of contacts, the interaction with other agents and the obtaining of instrumental and non-instrumental resources imbricated in the social network.

The social skill is therefore a social competence that qualifies the relationship with others, being a capacity of emotional intelligence. It is defined as "the ability to induce desirable responses in others, appropriately mobilizing their emotions" (Acosta Vera, 2006).

Glaeser et al. (2002) point out that certain occupations require greater social skills. In this sense, the marketing team and in particular the individuals that make up the sales force must have, by their condition, a measure of social ability (individual social capital) (Goleman, 2015); because it is a useful asset in the task of promoting, distributing and selling the product or service, either by pushing the intermediaries of the distribution channel or by selling it to the final consumer.

3. CONCLUSIONS

In this article two apparently very different areas of knowledge have been related: the theory of social capital and marketing.

The neoclassical paradigm, present in economic science and business management, has long stopped the incorporation and study of "the social" as something inherent to marketing praxis.

Social capital is a unifying concept of very diverse but related elements such as: trust, norms and values, social networks, identity, cohesion, attitudes and beliefs..., which favor the good functioning of the economy and society.

In this sense, our goal has been to approach, through 17 ideas, the implications of social capital in the field of strategic marketing and tactical marketing.

Thus, issues such as the importance of qualitative aspects, the value of the community around the brand, relational marketing, prosociality and sustainability, identity in products and services, the macro-environment and its influence on the company, the culture and organizational structure, or viral marketing… have been addressed. From all this, the active value of social capital emerges in numerous marketing issues. On the contrary, not taking into account the cognitive and structural elements of social capital leads to an analytical inability from the strategic marketing level, and inefficiency in the development of tactical marketing of any organization.

This research, exploratory and descriptive, will enable the development of articles focused on each of the points discussed. Also, a future line of study can analyze the reverse link, of great interest, consisting of the role of marketing in the promotion of social capital.

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