

Branded.

Why are Golfers so brand loyal?

Jonathon Fleming

18/11/2020

Perception Vs Performance

Golf is so much about confidence it makes sense to have the same driver as Dustin Johnson, right?

Brand loyalty has very little to do with price and everything to do with perception. This is extremely powerful because brand loyal customers don't feel the need to check out the competition, and this dynamic is very interesting when it comes to buying golf equipment. Knowing what to expect when making expensive purchases takes out the risk, and people don't like the fear of the unknown.

Every year 'big brand' Golf Companies spend millions on marketing the latest equipment to us, and they wouldn't continue this if it wasn't working. Creating 'the brand' builds consumer trust, and once they have that, we are likely to buy the same brand driver next time regardless.

Why are we not buying products based purely on performance?

With so much technology at our fingertips now, it is easier than ever to ensure the clubs we buy are the perfect fit for our game. Almost every golf shop has a launch monitor these days, and the shot data is revealing. Golf swings come in all shapes and sizes, and so do humans, so with countless variables to consider, surely it makes sense to choose clubs based on performance, specific to the way you play the game.

Have you ever been fitted for a putter?

Manufacturers know we like hitting drivers more than spending hours on the putting green, and the marketing campaigns reflect this. It's far more exciting to hit bombs than make 6 footers. The fact is that 40 % percent of our scorecard is made up from putts, and that's not just for the average golfer, Professional Tours are around the same number.

Nostalgia?

Maybe you were going to hit that miracle shot anyway, but now that club or ball conjures up feelings of trust and comfort. This emotional attachment is such a force in brand loyalty because it connects you to the company. Now you have a nostalgic reason to be playing this brand and your decision has been validated. We begin to associate ourselves with the brand, pay more attention to the company and recommend it to our friends. We begin to take ownership, and then seeing our new driver in the hands of Rory or Dustin once again reinforces our decision.

