

RETAIL: THE IMPORTANCE OF CUSTOM-FITTING

GOLFERS WHO GET
CUSTOM-FIT
SPEND **78%**

MORE ON NEW EQUIPMENT

58% NEW EQUIPMENT
PURCHASERS

WHO WERE **CUSTOM-FIT**
HAD NOT DECIDED
ON A BRAND PRIOR TO PURCHASE

66% OF THOSE
'PREMIUM FIT'

MAKE BRAND DECISIONS

AFTER FITTING

38% OF THOSE
CUSTOM FIT

WERE NOT RECOMMENDED A
BRAND PRIOR TO FITTING,

55% WERE RECOMMENDED
FOLLOWING THE
FITTING.

Whenever possible,
advertisement should promote
the value of custom-fitting.

← **why?**

SOURCE: Sports & Leisure Research Group - January 2011

STYLE GUIDE.