

LADY LUCK:

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Golf is a sport that is dominated by the male population at the recreational level. And for years a general feeling in at least the US exists that one of the keys to achieving a better game is through buying equipment. Sometimes it works and other times the anticipated improvement doesn't always surface the way it was expected. Performance enhancements are implied with each new product introduction and it isn't until the public votes are cast that it is decided whether there is agreement.

Golf balls are an extremely competitive category, especially the entry price point level. Success at the \$20 a dozen level is difficult to sustain since price often is the first and sometimes only filter consumer's employ in their buying decisions. Since there isn't a significant difference in price at this segment, performance then becomes the obvious tiebreaker towards influencing future purchases. Oddly enough, to continue reading check out this week's current issue.