

Subject: : Gear Talk

Topic: : why all the hate?

Re: why all the hate?

Author: : David

Date: : 2008/4/2 10:15:00

URL:

It's a business...they are in the business to make money. That is what retail is plain and simple. Each company has their target audience and core customers. When you find your niche...whether it it die hard anglers or city slickers...that is where your money comes from. BUT...most niches are only "percieved" as it is only marketing!

As most people on this site have suggested...you try the merchandise...you cast the rod before you buy...you try on the waders for comfort...etc. I own a couple orvis rods because I liked them more than the other rods I casted and could afford them at the time. I think some people are buying into the marketing and turning that into a negative (or positive) depending on how the marketing reflects their lifestyle. Make your own decision by looking only at your interaction with the merchandise (not the perception or marketing) and determine if you think it is worth it to you!