Question: What do golfers look for when choosing their personal clubs?

According to my source, the top things to look for when choosing a golf club (according to golf club enthusiasts) is:

Grip thickness

Shaft length

Loft

Clubhead

Golf

Grip thickness affects the swing, so golfers look for grip thickness that allows you to use your middle and ring fingers of your left hand with little to no touching with your thumb.

The shaft should be the correct length and is considered by your height, body type, and strength. Taller golfers usually need longer shafts while shorter golfers need shorter shafts for optimal performance.

Loft is the angle formed by a line going down the middle of the shaft and face of the club. Different degrees of loft depend on the golfer (more research on this next time)

The clubhead can vary in sizes and having multiple options for this can be advantageous to the golfer. Usually, larger clubheads help the golfers’ swing if their initial hit is bad.

For beginner golfers, it is recommended that they borrow a set or buy a used set of clubs. Customization and personalization is not recommended due to a lack of experience.

For intermediate/experienced golfers, it is recommended that they buy their own set of clubs and that it is catered to their strength and abilities. Experienced golfers can/should invest in top brand clubs because they already know their capabilities and even weakness to personalize their clubs more effectively.

Golfers also have the choice of picking different models other than the standards, including “offset,” “draw,” and “neutral.” They als have to choose between Cast Irons or Forged Irons when deciding which manufacturing proccess.

Golfers also consider 3 types of putters - Blade, Half-Mallet, and Mallet. They also consider the length of the putter.

https://www.golf-drives.com/guides/choosing-golf-clubs/