

DESIRABILITY

Meaning: Desirability refers to the degree to which something is considered attractive or appealing, particularly in terms of its value or benefits.

1. The desirability of a job often depends on the work-life balance it offers.
2. In the real estate market, location plays a crucial role in the desirability of a property.
3. Marketing teams frequently analyze consumer trends to gauge the desirability of new products.
4. The desirability of a college degree can vary significantly based on the field of study.
5. Social media influencers can dramatically increase the desirability of brands through their endorsements.

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