#92 Decoy effect
We can add an unfavourable option to simplify the selection.

#15 Von Restorff effect
We can apply cosmetic changes by adding some kind of label (e.g., "New!") to the offerings.

#16 Self-reference effect
We can change product descriptions to make it easier for people to "see themselves in them." This is an important point because often, in the descriptions of goods/services, companies write too primitive, generic texts.

#18 Anchoring effect
We can play with the numbers on the page and see the impact. By numbers, I mean anything, for example, the price of a product/service, quantity, serial number of the product, etc.

#21 Distinction bias
If users find it difficult to choose because product characteristics are listed next to each other, we can separate them.

#50 Bandwagon effect
We can add labels to the products to highlight the choice of the majority (e.g., "Most popular service plan").

#51 Placebo
We can add dummy buttons, such as "Check availability," by clicking on which the system will show a two-second slider and return the result "In stock!" I described it as a placebo because our system can only show products in stock by default, making the button meaningless. The essence of the button is to add a new emotional component to the decision-making process.

#73 Hard-easy effect
Perhaps the problem is the complexity of the interface or the purchase instructions.

#93 Ambiguity effect
Perhaps the problem is in the extremely unlikely risks that users see in the product. We should understand these risks and add relevant notes. (Example in notes: "No card required. No hidden fees.")