

B2B Buyer Perspectives on the Future of Online Purchasing

How B2B Brands Can Create a Better
Digital Commerce Experience



Table of Contents

- 2** Executive Summary
- 3** About the Respondents
- 4** Key Insights
- 5** Attitudes Toward and Projections of Digital B2B Purchasing
- 10** Common Tools, Capabilities, and Features in Digital B2B Buying
- 17** The State of Mobile Purchasing, Payments, and Unified B2B Buying Experiences
- 24** Conclusion: Creating B2B Buying Experiences That Stand Out
- 25** Key Suggestions
- 26** About the Authors

Executive Summary

The B2B buying landscape is rapidly evolving with digital channels becoming increasingly crucial for successful business transactions and relationships. Today's B2B buyers expect sophisticated, seamless digital experiences that mirror the convenience and efficiency they've grown accustomed to in B2C transactions, while still addressing the unique complexities of business purchasing.

This report examines the perspectives of B2B buyers across various industries regarding their digital purchasing experiences, challenges, and expectations. Based on comprehensive survey data from B2B purchasers and decision-makers, this research report reveals significant opportunities for B2B suppliers to enhance their digital offerings.

Readers will gain actionable insights into buyers' preferences for digital purchasing channels, personalization capabilities, product information requirements, and more. The report will also reveal the components for creating superior B2B digital commerce experiences that drive customer satisfaction and loyalty.

About the Respondents

All the respondents are responsible for and actively involved in at least some key buying or procurement decisions at their companies.

The respondents are:



9%

C-Suite



19%

Vice President



18%

Department Head



29%

Director



25%

Manager

The companies represented in the report operate in a variety of industries. Most have annual revenues ranging from

\$500 million to more than \$5 billion.

Key Insights

Among the respondents:

45%

express dissatisfaction
with current digital buying
experiences.

67%

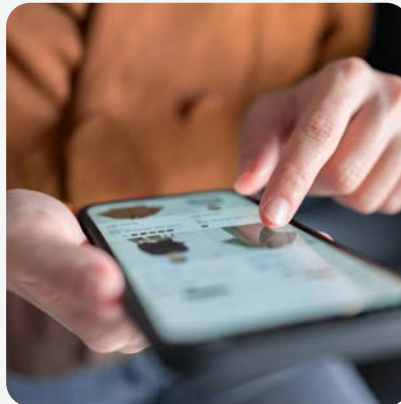
already make 50–74%
of purchases
digitally.

83%

expect digital purchasing
volumes to increase
over the next
year.

46%

prioritize secure gateways,
invoice visibility, and
unified invoicing/payment
management.



Only
4%

are “very satisfied” with
their mobile buying
experiences.

89%

anticipate increased
mobile B2B purchase
values in 12 months.

78%

use automated,
personalized messaging
from suppliers when
available.

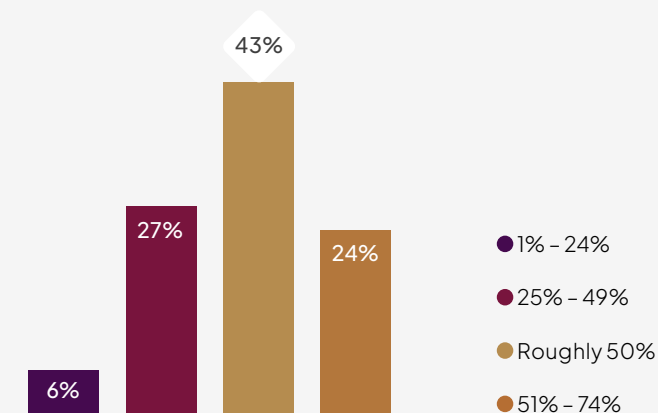
72%

leverage AI-enabled
PDF-to-order
workflows from
suppliers when
available.

Attitudes Toward and Projections of Digital B2B Purchasing

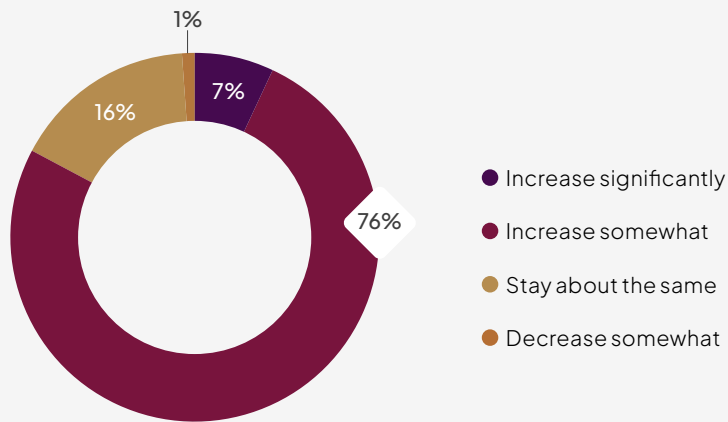
Digital channels have become the predominant method for B2B purchasing among today's procurement professionals and decision-makers. The data clearly shows that digital purchasing is not only well-established but also poised for continued growth.

What percentage of your B2B purchases have been digital in the past 12 months?



Among B2B buyers surveyed, a significant majority (67%) report making between 50–74% of their purchases using digital channels over the past 12 months. This demonstrates that digital purchasing has become the standard approach rather than an alternative method for most procurement activities.

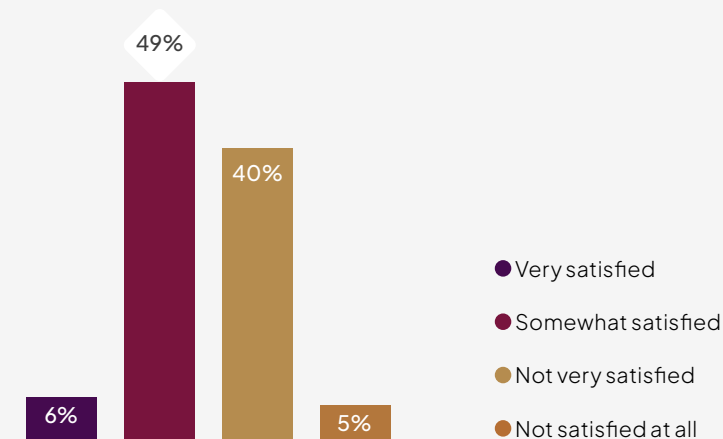
How will the percentage of your B2B purchases that are made digitally change over the next 12 months?



The trend is expected to accelerate. Most of the respondents (76%) expect the digital purchases to make up a higher percentage of their overall purchases over the next 12 months. An additional 7% expect a significant increase.

This projected growth highlights the importance for B2B suppliers to continually refine and enhance their digital purchasing experiences to remain competitive. Companies that fail to invest in their digital commerce capabilities risk negative customer experiences, especially when their purchasing environments could be compared to more digitally advanced competitors who can better meet evolving buyer expectations.

In general, how satisfied are you with the B2B buying experiences you currently receive from your suppliers?



While most buyers (55%) express at least some satisfaction with their current B2B digital buying experiences, including 6% who are very satisfied, there remains substantial room for improvement. A noteworthy 40% of respondents characterize themselves as “not very satisfied” with their B2B buying experiences, while 5% report no satisfaction at all.

Many B2B digital commerce experiences fall short of buyer expectations. This comes at a time when most consumers have grown accustomed to a wealth of innovative search, navigation, tracking, and payment features in their personal eCommerce experiences.

Key Areas for Improvement

Thankfully, B2B buyers want their vendors to understand what can be improved. Dissatisfied buyers taking part in the study provided clear feedback about how vendors can improve their digital experiences.

Transparency and Communication

A common pain point involves transparency, with one respondent emphasizing that “delivery estimates and shipping timelines should be communicated before placing an order. This will reduce uncertainty about when products will arrive.”

Similarly, overall communication effectiveness also factors prominently in buyer dissatisfaction, with one noting that “communication channels need to be kept simple and responsive in real-time as there are many things which need instant communication,” such as order delays, price changes, and more.

This highlights the importance of implementing efficient, real-time communication tools within digital purchasing platforms. Suppliers should evaluate their current communication channels and ensure they provide immediate responses and shipping updates to buyers.

Payment Flexibility

Payment flexibility emerges as another area requiring improvement. According to one buyer, there must be “multiple payment options which are safe and secure, or which are easy to transact with.”

B2B suppliers should diversify their payment solutions while ensuring robust security measures to address buyer concerns. For suppliers, implementing a variety of payment methods could provide a competitive advantage while addressing a significant buyer frustration point.

Streamlined Order Management

Buyers also want streamlined and consolidated order management capabilities, with one respondent suggesting “a dashboard where I can manage all my orders, quotes and invoices in one place, instead of jumping between emails and PDFs.”

Another buyer expresses frustration with disconnected experiences, stating that “digital channels should be connected. If I start an order online, I should be able to finish it easily across the web or on mobile.”

Buyers consider omnichannel consistency critical in B2B digital commerce experiences. The data suggests that B2B suppliers should invest in technology infrastructure that enables seamless transitions between devices and channels throughout the buying journey.

Overall, the survey results indicate both promising adoption of digital B2B purchasing and significant opportunities for improvement. As digital channels continue to dominate B2B commerce, suppliers that address these key pain points will enhance customer satisfaction and loyalty.

Common Tools, Capabilities, and Features in Digital B2B Buying

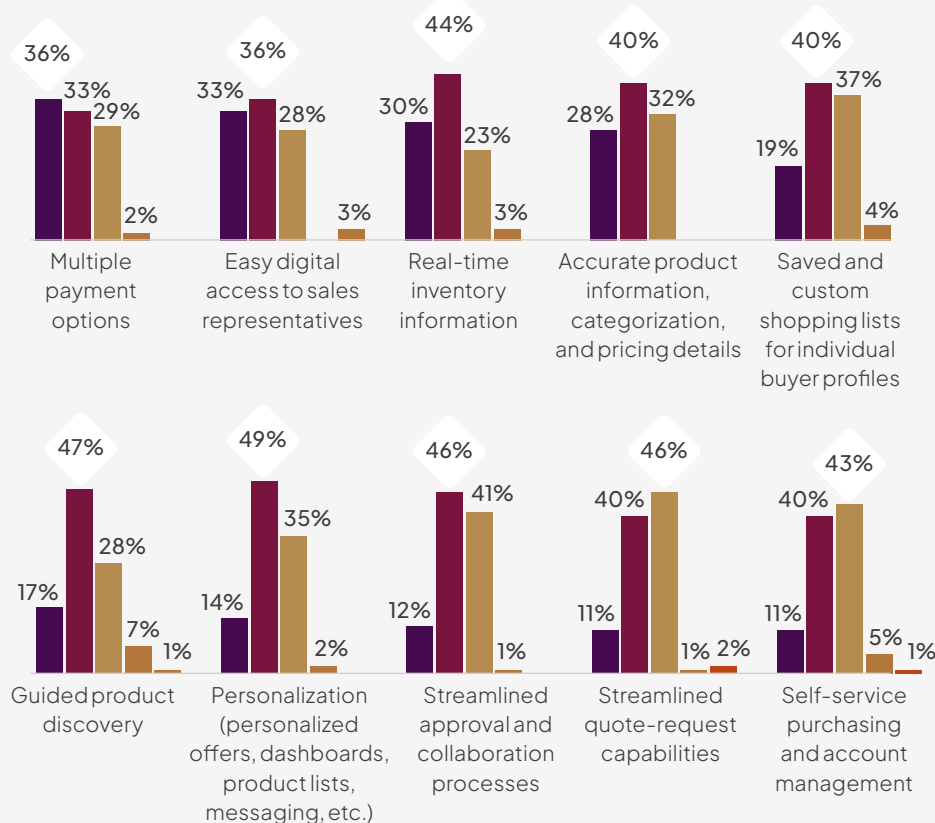
Many B2B vendors are using a variety of digital tools and features to streamline their purchasing processes and improve efficiency. However, some vendors lack the capabilities that buyers have grown accustomed to in other digital purchasing environments.

The survey data reveals clear preferences for specific capabilities that enhance the digital buying experience and suggests where suppliers should focus their technological investments.

Most Utilized Digital Tools

When available from your suppliers, how often do you use the following digital tools?

● Always ● Often ● Sometimes ● Never ● We have not seen this, but we are interested.



Payment flexibility stands out as the most frequently utilized digital tool, with 36% of respondents reporting they “always” use multiple payment options when available from suppliers. This is closely followed by digital access to sales representatives, which about one-third of the respondents (33%) “always” use.

Finally, real-time inventory information (30%) and accurate product information (28%) round out the top digital tools that buyers “always” use when available.

These usage patterns indicate that while buyers value self-service capabilities, they still require access to detailed information and expert guidance for complex purchases. Successful B2B digital buying experiences should blend payment flexibility with automation, self-service, human interaction, and real-time information to drive sales and loyalty, especially for more complex purchasing scenarios.

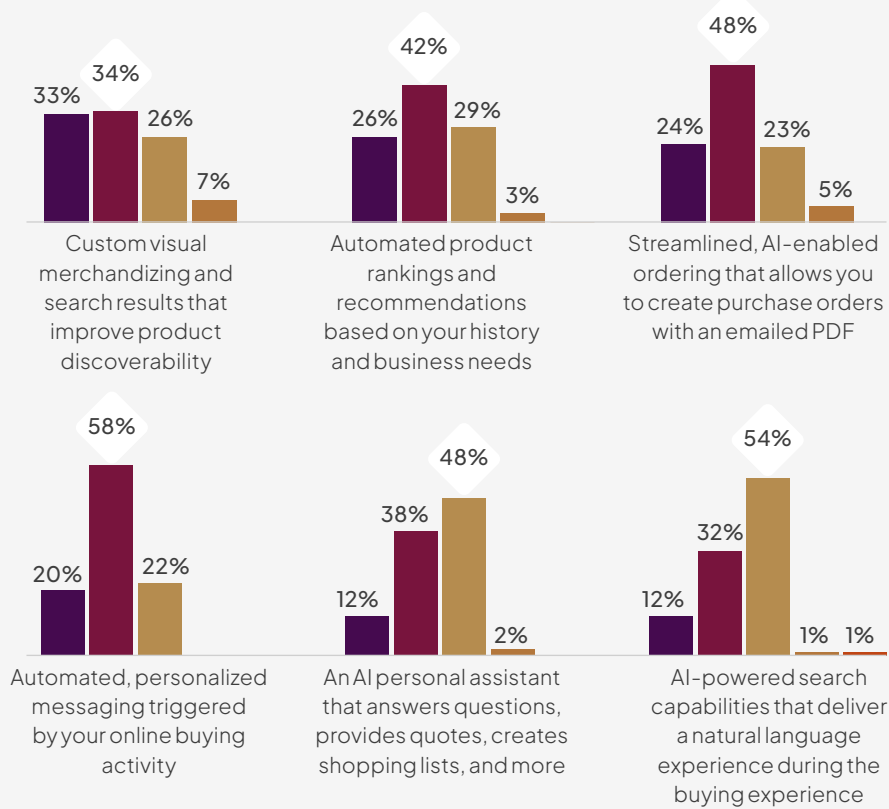
Personalization features show strong adoption among B2B buyers as well, with 49% reporting they “often” use personalization tools when available. Similarly, guided product discovery (47%) and streamlined approval and collaboration processes (46%) are “often” utilized by nearly half of all respondents.

B2B suppliers should prioritize technologies that help buyers navigate complex product catalogs efficiently and facilitate internal team collaboration on purchasing decisions.

Personalization Capabilities

When available from your suppliers, how often do you use the following personalization capabilities?

Always Often Sometimes Never We have not seen this, but we are interested.



The survey reveals particularly strong engagement with vendors' and suppliers' personalization capabilities.

Automated, personalized messaging triggered by online buying activity is utilized “always” or “often” by an impressive 78% of respondents when available. This indicates buyers appreciate proactive communication that provides relevant information at appropriate points in their purchasing journey.

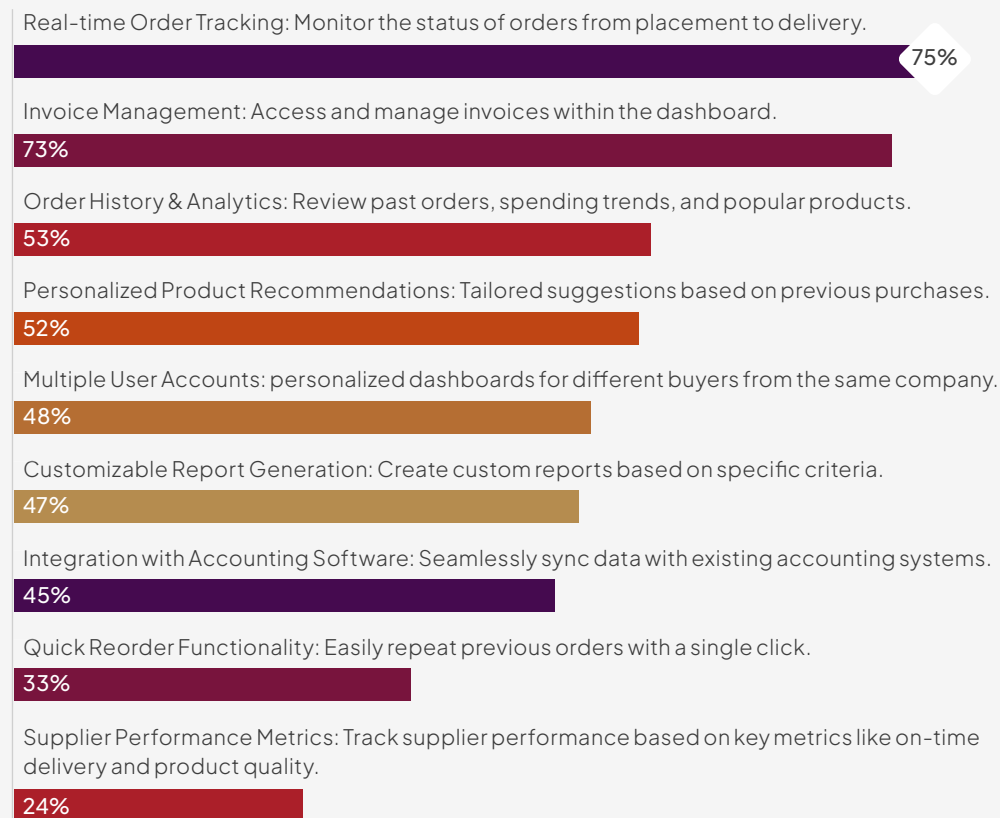
Streamlined, AI-enabled ordering capabilities that allow buyers to create purchase orders from emailed PDFs are often or always used by 72% of respondents. Buyers appear to value tools that bridge traditional document-based processes with modern digital workflows, reducing manual data entry and their administrative burdens.

Additionally, automated product rankings and recommendations based on buyer history (68%) and custom visual merchandizing with improved product discoverability (67%) show strong adoption rates with most respondents saying they use them always or often. These findings demonstrate that sophisticated personalization tools that save time and improve relevance are highly valued in the B2B buying context.

For suppliers, it will be critical to invest in AI and personalization technologies that can analyze buyer behavior and customize the purchasing experience efficiently. Such investments can significantly enhance the buyer experience while potentially increasing order values through relevant product recommendations.

Dashboard Features and Satisfaction

Which of the following features does at least one of your suppliers provide as part of a buying dashboard for managing your B2B purchases?



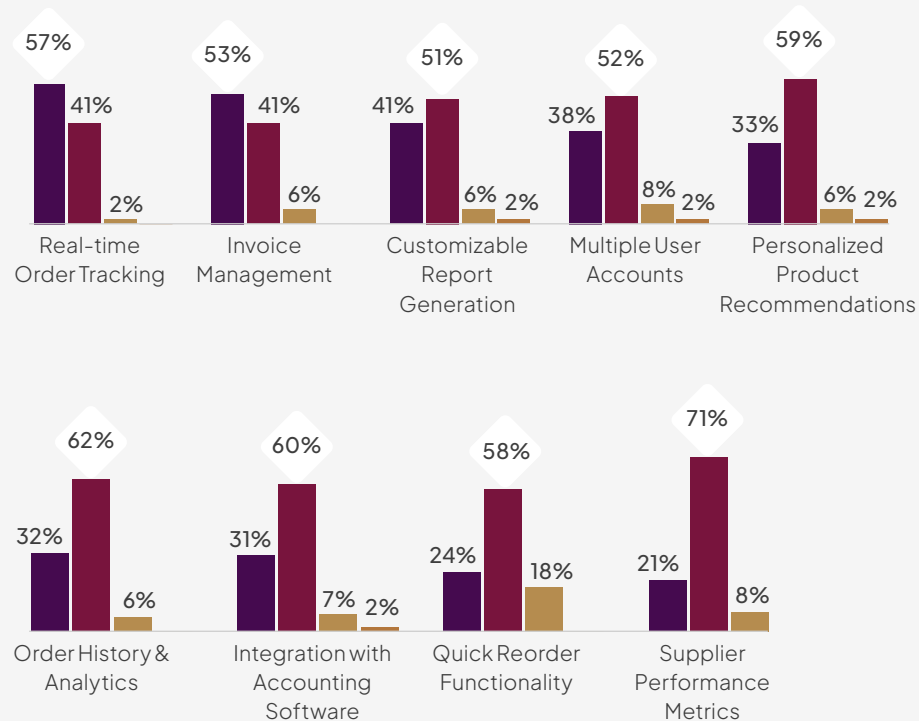
When examining dashboard features provided by suppliers, real-time order tracking from placement to delivery leads supplier adoption at 75%, closely followed by invoice management within the dashboard at 73%. Just over half of respondents report having access to order history analytics for identifying spending trends (53%) and personalized product recommendations based on previous purchases (52%).

Less commonly available features include supplier performance metrics (24%) and quick reordering functionality (33%).

While basic tracking and financial management tools are becoming standard, more advanced analytics and convenience features represent an opportunity for suppliers to differentiate their digital storefronts. Suppliers may also stand out by offering features that few buyers can find elsewhere, such as self-reported performance metrics and custom report generation.

You indicated at least one of your suppliers provides each of the following features as part of a buying dashboard for managing your B2B purchases.

Always Often Sometimes Never

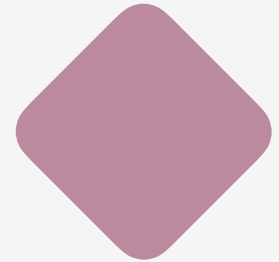


Suppliers also have an opportunity to improve existing features for a better buying experience, as satisfaction levels with these dashboard features vary significantly.

Among respondents whose suppliers offer real-time order tracking, 57% report being “very satisfied” with this capability. Similarly, 53% express high satisfaction with invoice management functionality.

However, most respondents with access to more advanced features like supplier performance metrics, quick reordering, accounting software integration, order history analytics, and personalized recommendations report being only “somewhat satisfied” with these capabilities. This satisfaction gap indicates that while suppliers are implementing these features, there remains substantial room for improvement in their execution and user experience.

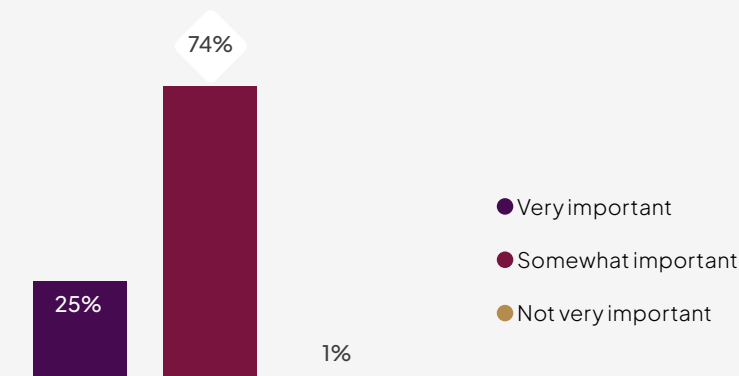
B2B buyers value and regularly use digital tools that enhance transparency, streamline processes, and provide personalized experiences. Suppliers that excel at implementing these capabilities, particularly the less common but highly valued features, will gain significant competitive advantage in the B2B marketplace.



The State of Mobile Purchasing, Payments, and Unified B2B Buying Experiences

B2B buyers increasingly conduct business on the go, using their mobile devices to make purchases. However, they still prioritize the use of integrated buying platforms where they can use multiple payment options and see all their purchasing data in one place.

How important is it for you to have a single platform where you can place orders, view invoices, and make payments all in one place?



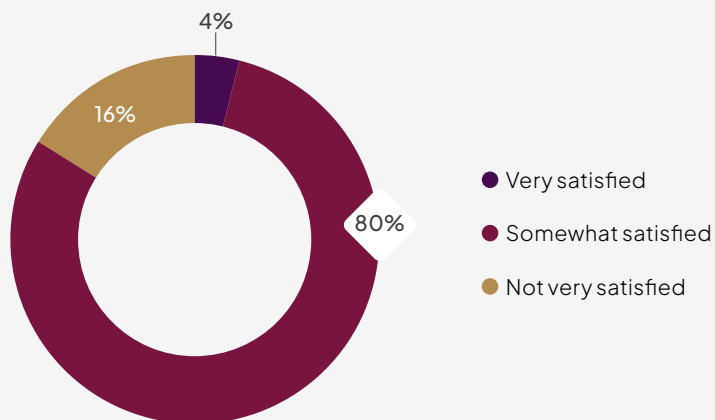
Almost three-fourths of the respondents (74%) say it is somewhat important and 25% say it is very important that they have a single platform where they can place orders, view invoices, and make payments all in one place. This consensus highlights that fragmented systems and siloed processes are no longer acceptable to most B2B buyers.

Vendors who fail to deliver unified, user-friendly platforms risk falling behind as buyers gravitate toward suppliers who simplify and centralize the purchasing journey. Investing in integrated digital ecosystems is now essential to meeting customer expectations.

Mobile Experience Satisfaction

Although mobile purchasing capabilities have become increasingly important in the B2B space, current offerings appear to fall short of buyer expectations. Survey results indicate significant opportunities for suppliers to enhance their mobile commerce experiences and payment solutions.

In general, how satisfied are you with the mobile B2B buying experiences you currently receive from your suppliers?

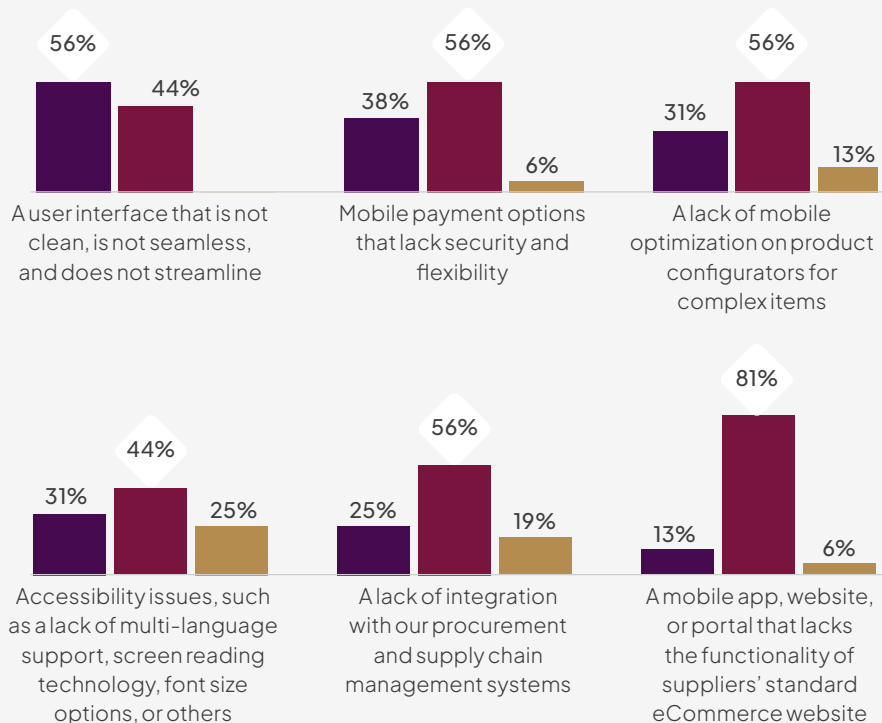


The data reveals a noticeable lack of satisfaction with mobile B2B buying experiences, with 80% of respondents reporting they are only “somewhat satisfied” with their suppliers’ current mobile offerings. A mere 4% express being “very satisfied.”

While mobile capabilities are increasingly available, they often fail to deliver the seamless experience that buyers have come to expect from their consumer eCommerce interactions. For B2B suppliers, this represents both a challenge and an opportunity to differentiate through superior mobile experiences.

Since you said you aren't satisfied with your current mobile B2B buying experiences, to what extent have the following capabilities and features contributed to your disappointment?

■ This has been highly disappointing. ■ This has been somewhat disappointing. ■ This is not a problem. ■ We have not seen this.



Among the 16% of respondents who say they are “not very satisfied” with their mobile B2B buying experiences, specific pain points emerge clearly. User interface issues rank as the most significant disappointment, with 56% of dissatisfied respondents describing non-intuitive interfaces as “highly disappointing” and another 44% finding them “somewhat disappointing.”

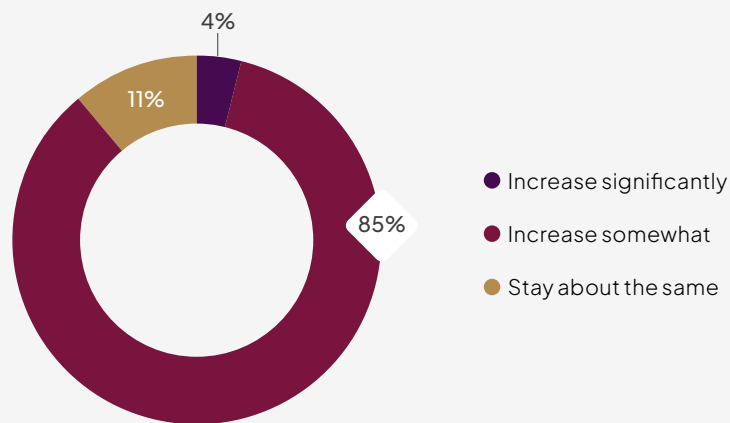
Security and flexibility concerns in mobile payment options also factor prominently, with 38% of these respondents rating these as “highly disappointing” and 56% as “somewhat disappointing.”

Additionally, the lack of mobile optimization for product configurators when purchasing complex items frustrates dissatisfied buyers, with 31% finding this “highly disappointing” and 56% “somewhat disappointing.”

These findings underscore the need for suppliers to focus on user experience design, payment security, and ensuring complex purchasing tasks can be completed effectively on mobile devices. Suppliers should also prioritize usability testing with actual B2B buyers to identify and address specific pain points in their mobile interfaces.

Mobile Growth Projections

How do you expect the average value of your mobile B2B purchases to change over the next 12 months?



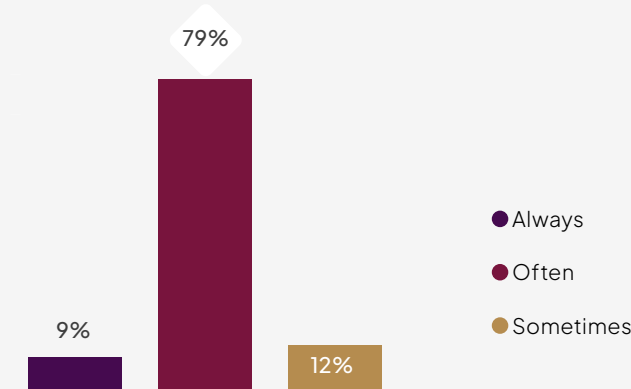
Despite current limitations, the trajectory for mobile B2B purchasing appears strongly positive.

With a clear majority, 85% of respondents expect the average value of their mobile B2B purchases to increase somewhat over the next 12 months. An additional 4% anticipate a significant increase.

This is good news for suppliers that have invested heavily in mobile experiences, but it also means that some suppliers may fall behind as more B2B buyers rely on their issued or personal phones for purchasing. Companies that invest in optimizing their mobile purchasing experiences will be in a stronger position to service customers as mobile transaction volumes increase in the coming years.

Digital Payment Adoption and Preferences

When available from your suppliers, how often do you use digital payment tools (e.g., online payment gateways, mobile payments)?



Digital payment capabilities show robust adoption among B2B buyers, with 79% reporting they use digital payment tools “often” when available from suppliers, and another 9% using them “always.” With a high rate of adoption among buyers, tools like online payment gateways and mobile payments are now a necessity for B2B suppliers. Companies should treat them as standard features rather than optional add-ons.

Vendors can assemble these tools one by one. However, it is often easier and more cost-effective to implement a unified payment platform that provides multiple payment tools as well as flexible payment options.

Which of the following features are most important or would be most important to you in a unified payment platform?

Invoice Visibility: Shows me what invoices I have available and which orders they are for, along with status and due dates.

Secure Payment Gateway: Ensures secure transactions with features like PCI DSS compliance and fraud protection.

46%

Integrated Invoicing and Payment Management: Manage invoices and payments in one application or with single sign-on between applications, reducing manual effort.

Flexible Payment Terms: Offers flexible payment terms based on my purchase history or order details.

42%

Multiple Payment Options: Allows me to choose from various payment methods, such as credit cards, debit cards, ACH/online bank transfers, and financing/trade credit.

40%

Automated Payment Reminders: Sends reminders for upcoming payments to help avoid late fees.

36%

Invoice Assignment/Workflow: Automatically assign invoices to specific team members based on role, status, location, invoice amount, or other factors.

35%

Comprehensive Payment History and Analytics: Provides detailed records and insights into my payment history and spending patterns.

9%

When evaluating unified payment platforms, respondents identify several equally important features, each prioritized by 46% of survey participants.

1

Integrated invoicing and payment management solutions

that reduce manual effort through single sign-on capabilities rank among the top priorities.

2

Secure payment gateways

with robust features like PCI DSS compliance and fraud protection are equally valued, highlighting the critical importance of security in B2B transactions.

3

Comprehensive invoice visibility

That provides details on available invoices, associated orders, and payment statuses also emerges as a top requirement.

B2B buyers consider these capabilities foundational requirements in a digital payment environment. For suppliers, an effective payment platform must address all three areas simultaneously and offer other enhanced capabilities, such as flexible payment terms, automated reminders, and invoice workflows.

Comprehensive payment platforms that provide these features are available, giving suppliers a significant opportunity enhance how buyers make purchases through preferred channels. As mobile transactions continue to grow in both frequency and value, suppliers who deliver secure, intuitive, and comprehensive mobile purchasing experiences will set the standards of the B2B digital commerce experience.

Conclusion: Creating B2B Buying Experiences That Stand Out

The results of the study suggest suppliers can enhance the B2B buying experience by focusing on proactive support, transparency, and tailored solutions that offer personalization and flexibility.

In addition to the study's findings, conversations with the respondents revealed that buyers deeply value suppliers who anticipate their needs and provide timely, effective assistance. For example, one respondent highlighted, "We worked with a supplier who added a live chat feature into their ordering platform. Whenever we had technical questions, a knowledgeable engineer responded within minutes."

This demonstrates the importance of real-time communication and technical expertise in building trust and confidence during complex purchasing processes.

Another recurring theme among the responses is the value of streamlined processes and personalized service. Buyers appreciate it when suppliers simplify paperwork, offer flexible payment and shipping options, and provide dedicated points of contact.

As one buyer noted, "Our supplier facilitated order tracking by giving us updates in real time. Pre-labeled packaging was provided for our orders, making it easier for us to sort and use the products right away."

Such improvements not only save time but also reduce operational friction and help buyers meet critical deadlines.

B2B suppliers can stand out by embracing digital tools for transparency, offering responsive and knowledgeable support, and customizing their services to fit each buyer's unique needs. By prioritizing these areas, suppliers can not only resolve immediate challenges but also foster long-term loyalty and position themselves as indispensable partners in their customers' success.

Key Suggestions

B2B vendors and suppliers can improve their customers' experiences by doing the following:

1

Integrate real-time communication tools:

Buyers demand instant support, with live chat and AI-driven messaging, reducing friction during complex purchases.

2

Optimize mobile interfaces for seamless cross-device purchasing:

Buyers aren't very satisfied with their mobile experiences, citing clunky product configurators and payment insecurity.

3

Expand flexible, secure payment options:

Limited payment options are a key pain point, and many buyers always use multiple payment methods during a purchase.

4

Consolidate order management into a unified dashboard:

Buyers want to be able to monitor, track, and analyze their purchases in a single space, without juggling emails and spreadsheets.

5

Invest in AI-driven personalization, recommendations, and search:

Buyers increasingly prefer automated product recommendations and are relying on customized search results to streamline product discovery.

About the Authors



OroCommerce is a B2B-focused commerce platform that enables complex sales processes for manufacturers, wholesalers, and distributors. OroCommerce is a complete solution that includes CRM and marketplace solutions with online storefronts optimized for the needs of B2B sellers including RFQ (request for quote) and CPQ (configure price quote). OroCommerce has many unique capabilities including a low-code workflow automation tool, and is a market-leading platform recognized by industry analysts and trade associations.

OroCommerce's founders are eCommerce industry veterans Yoav Kutner, CEO; Dima Soroka, CTO; Jary Carter, CRO; and Roy Rubin, Director of Oro's Advisory Board.

For more information on OroCommerce, visit oroinc.com.



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