



# A Study On Users' Perception Towards Google Forms In Education With Special Reference To Tiruppur District

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**Abstract:** The purpose of this study is to understand the user's perception towards features of Google forms in Tiruppur City. From this research it is found that attitude and personal norms are positively influencing level of satisfaction and attitude towards features of Google forms and services. This study helps the authorities to design strategies for improving the services of Google forms. The structured questionnaire was used collect primary data and analyzed using software package. This study aims to investigate the effect of demographic factors towards user's level of satisfaction towards features of Google products and services. A total of 120 completed questionnaires were collected via convenience sampling from customers in Tiruppur City. Six demographic variables were used in this study including Gender, Age, Marital Status, Type of Family, Family Monthly Income and Employment Status. The findings of the present study showed that the most used statistical techniques were percentage analysis, rank analysis, Chi-Square and Anova Test. Based on the findings of the present study, several suggestions and recommendations to improve the usage of Google forms have been identified.

Keywords: Google forms, users perception, students satisfaction.

## 1.INTRODUCTION

Google Forms started life as a Google Sheets feature in 2008, two years after Sheets' original launch. The forms can be added to a spreadsheet, format it in a separate sheet, and can see the responses in another sheet. It was basic, but it got the job done. Now Google Forms is a full - featured forms tool that comes free with Google account. Google forms includes standard question types, drag - and - drop questions in the order, customize the form with simple photo or colour themes, and gather responses in Forms or save them to a Google Sheets. Forms are among the internet's most versatile tools. If there is a need of contact form or a checkout page, a survey or a student directory, a form is best solution to gather information.

Google Forms is a web - based app used to create forms for data collection purposes. Students and teachers can use Google Forms to make surveys, quizzes, or event registration sheets. The form is web - based and can be shared with respondents by sending a link, emailing a message, or embedding it into a web page or blog post. Data gathered using the form is typically stored in a spreadsheet. Although there are other online survey apps, Google Forms is an excellent free option.

Google forms offer a great tool for creating surveys, quizzes and other forms quickly and easily. It is considered to be the best platform for research surveys due to its various advantages. It allows the researcher to collect data from any location ,making it convenient and accessible at free cost.

## 2.REVIEW OF LITERATURE

**Haddad and Kalaani (2014)** revealed that Google forms was an unconventional formative assessment tool that has been successful accommodating students' feedback for the improvement of the course instruction. The result of the assessment provides a real time feedback so that it enables the lecturers and faculty members to act promptly towards the users. The study concludes that Google forms used as a real-time formative feedback process for adaptive learning.

**Batubara(2016)** explains the perception of elementary school teachers, in using Google forms as a medium to access their students. The data were collected through a questionnaire. Based on the results, Google forms can be stated as one of the best application that helps teachers in implementing online learning to carryout online assessments. This study concludes that, the perception of Google forms is easy to understand, effective, efficient, paperless procedure, low cost and easy-to-use tool. The appearance and the way to use is enough simple.

**Wiemken and Thuan (2018)** created an easy-to-use platform independent hand hygiene data collection process using Google forms and Google spread sheets. The study finds that using of Google forms and Google sheets, reduces the workload of data collection and analysis, more time may be spent on improving hand hygiene adherence. It is concluded that, this type of data collection and automated analysis engine provides an easy to use environment for evaluating hand hygiene data.

**Sivakumar .R (2019)** deals with the role played by Google form in academic structure. Google Forms started life as a Google Sheets feature in 2008. The findings of this study is Google form is not only used to build quizzes and surveys, it can also be used for many classroom tasks. By using Google forms it is easy to create classroom tasks for both students as well as the teachers. It is concluded that the teachers can use forms for a variety of productivity tasks, and collaborate with their co-workers at the same time to build surveys in working with their teams or departments.

**Sari et al (2020)** presents an assessment tool in which it aims to investigate the positive features and limitations of Google forms as an EFL assessment tool. The research method used in this study is a descriptive qualitative study in which the instruments class activity log and observation checklist. Moreover, the participants are Non-English major students. It was examined that Google forms became a suitable assessment tool for the students in this era who were technology literate. This study investigates the features and limitations of Google forms as an EFL assessment tool. The major implication is that the use of Google forms as an assessment tool can alleviate the lecturer's workload.

**Tira nur fitria(2023)** investigates the use of Google forms as an online learning assessment tool for non-EFL students. The finding of the study shows that English lecturers used Google forms an online teaching assessment tool for non-EFL students' tests. It is concluded that Google form is the best assessment tool in learning through test or practice questions. Considering the current learning method is carried out online or in a network. Google forms makes easy and fast.

**Vasantha Raju and Harinarayana (2023)** made an attempt to explore potential advantages of web-based survey tools for data collection and analysis. It also explains how web-based survey can be designed and developed for data collection using Google forms. A sketchy comparison in paper provides snapshots of some of the popular web-based survey tools. The paper concludes by discussing the

technological and privacy issues involved in web-based surveys.

### **IMPORTANCE OF THE STUDY**

People love Google's products. Google always create very innovative products and repair. Whatever they create, which can highly adopt by the online community. The foremost popular mobile OS Android has also been developed by Google. Google form is one of the best way to collect responses or feedback or quizzes.

Google form plays a vital role in education. Especially for college students or teachers, it will helps in a better way to do their task very easily. Once the questions created in a Google or create a form on Google and can share that form to our colleagues, friends ,and relatives. And finally can get more responses from respondents. Automatically the responses can be converted into charts. Easy conversion of the responses can be possible.

### **STATEMENT OF THE PROBLEM**

In today's fast and furious world ,everyone wants to do everything in countable steps. The changing customer needs and desires competition, society and government makes far reaching impact on today's business and education. Industrial and business growths are often achieved through the unique marketing policies and methods. The marketing has special significant in underdeveloped and also as developed countries. This study will show variously assess of customer satisfaction and general user expertise of Google forms and its services.

### **OBJECTIVES OF THE STUDY**

The present study was undertaken with the following specific objectives in focus:

1. To study the socio-economic conditions of the users of the Google form in tirupur district.
2. To finalize the user's perception towards features of Google forms in the study area.
3. To offer the suitable suggestions to improve the usage of the Google forms in the study area.

### **3.RESEARCH METHODOLOGY**

**Sample size:** This research adopted a sample size of 120 respondents was recommended to be sufficient for data analysis. Data was collected through well designed questionnaire. Moreover data then analyzed by using the Statistical Package for Social Science latest software version.

**Sample selected for the study:** The study is to find out the customer or users perception towards Google forms in tirupur district. The primary data gathered from the users in tirupur district. The selected respondents are classified according to age i.e., Below 20 years, 21-25 years, 26-30 years, and Above 30 years in the study area.

**Statistical tools used:** The primary data collected from the respondents were analyzed and presented in the form of tables are used. The secondary data is collected from journals, books and websites. In this present study the following statistical tools are i.e.,

- Percentage analysis
- Rank analysis
- Chi-square
- Point analysis
- ANOVA

## LIMITATIONS OF THE STUDY

Like most of the studies, the present study also suffers from some limitations. Limitations of the study are mentioned as below

1. The research study is limited to Tirupur district. The research findings may not generalize to other areas.
2. Totally 120 samples were taken under convenient sampling method. The result may not generalize to total population.

## 4.Data analysis

**Table.1 Profile of the respondents**

S.no	Field	Category	No.of respondents	Percentage
1	Age	Below 20	37	30.83
		21-25	24	20
		26-30	46	38.33
		Above 30	13	10.83
2	Gender	Male	64	53.33
		Female	56	46.67
3	Marital status	Married	57	47.5
		Unmarried	63	52.5
4	Type of family	Joint	32	26.67
		Nuclear	88	73.33
5	Monthly income	Upto ₹.25000	8	6.67
		₹25000-₹50000	80	66.67
		₹50000-₹75000	26	21.66
		Above ₹75000	6	5
6	Employment status	Student	21	17.5
		Employed	99	82.5
7	Device used	Mobile	24	20
		Laptop	71	59.2
		Desktop	9	7.5
		Tablet	16	13.3
8	Level of usability	Very much useful	50	41.7
		Just useful	55	45.8
		Fairly useful	8	6.7
		Not useful	7	5.8

(source: Primary data)

Among the respondents, 38.33% of them belong to the age group of 26-30, 30.83% of them belong to age group of below 20 years, 20% of them belong to the age group of 21-25, 10.83% of them belong to above 30 years. Majority 53.33% of them are male, 46.67% of them are female. Majority 52.5% of them are unmarried, 47.5% of them are married. Majority 73.33% of them belong to nuclear family, 26.67% of them belong to joint family. Majority 66.67% of them are in the income group of ₹25000-₹50000, 21.66% are ₹50000-₹75000, 6.67% are below ₹25000, 5% are above ₹75000. Majority 82.5% are employed, 17.5% are students. Majority 59.2% are using laptop for accessing Google forms, 20% are using mobile, 13.3% are using tablet, 7.5% are using desktop. Majority 45.8% respondents indicates the level of usability is fairly useful, 41.7% are said very much useful, 6.7% are said just useful, and only 5% are said not useful.

## Rank analysis

**Table2. Influencing factor Rank analysis**

s.no	Factors	1	2	3	4	5	6	7	Total	Rank
1	Unlimited forms	27	19	14	14	6	12	28	499	2
2	Sharable results	8	11	29	23	14	26	9	464	5
3	Lockdown necessity	20	15	11	25	23	11	15	491	3
4	Mobile-friendly	9	20	20	21	22	11	17	472	4
5	Quick survey	6	21	34	5	12	25	17	461	6
6	Easy conversion	17	20	6	23	11	20	23	457	7
7	Time&cost saving	33	14	6	9	32	15	11	518	1

The above table shows that ranking the various factors considered for using google form. Among the factors, time & cost saving is placed in 1<sup>st</sup> rank, unlimited forms placed in 2<sup>nd</sup> rank, lockdown necessity placed in 3<sup>rd</sup> rank, mobile-friendly placed in 4<sup>th</sup> rank, sharable results placed in 5<sup>th</sup> rank, quick survey placed on 6<sup>th</sup> rank, easy conversion placed on 7<sup>th</sup> rank.

## Chi-square tests

**Table 3. Overall chi-square calculation between demographic factors and device used for accessing Google forms**

Demographic factors	DF	P-value	S/NS	Remarks
Age	9	0.000242	Significant	Accepted
Gender	3	0.005639	Significant	Accepted
Marital status	3	0.000608	Significant	Accepted
Employment status	3	0.00001	Significant	Accepted

(sources-primary data)

### Age

**H<sub>0</sub>:** There is no significant relationship between age and device used for Google forms.

**H<sub>1</sub>:** There is significant relationship between age and device used for Google forms.

The Chi-square test reveals that the significant value of 0.000242 is LESS than the table value and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between age and device used for Google forms.

### Gender

**H<sub>0</sub>:** There is no significant relationship between gender and device used for Google forms.

**H<sub>1</sub>:** There is significant relationship between gender and device used for Google forms.

The chi-square test reveals that the significant value of 0.005639 is less than the table value and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between gender and device used for Google forms.

### Marital status

**H<sub>0</sub>:** There is no significant relationship between marital status and device used for Google forms.

**H<sub>1</sub>:** There is significant relationship between marital status and device used for Google forms.

The chi-square test reveals that the significant value of 0.000608 is less than the table value and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between marital status and device used for Google forms.

## Employment status

H<sub>0</sub>: There is no significant relationship between employment status and device used for Google forms.

H<sub>1</sub>: There is significant relationship between employment status and device used for Google forms.

The chi-square test reveals that the significant value of 0.00001 is less than the table value and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between marital status and device used for Google forms.

## Point analysis

**Table-4 Level of satisfaction towards features of Google forms**

Features	H.S	S	N	US	H.US	%	Point	Mean value
Quiz answer suggestion	97	17	6	0	0	120	571	4.76
Auto complete answer	67	53	0	0	0	120	547	4.56
Automatically grade check boxes & multiple choices	48	48	24	0	0	120	504	4.2
Give decimal grade	32	64	16	8	0	120	480	4
Improve understanding with youtube video feedback	76	33	3	0	8	120	529	4.41
Can see total no.of responses	51	45	12	0	12	120	483	4.03

### (sources-primary data)

From the above table, the mean value of all the features of Google forms are more than the normal value of 3. So the above mentioned features were satisfied by all the users.

## One-way ANOVA

H<sub>0</sub>: There is no significant effect of device used for Google forms and problems faced by the users of Google forms.

H<sub>1</sub>: There is significant effect of device used for Google forms and problems faced by the users of Google forms.

**Table 5 problems faced by the Google form users**

Problems	Test scores			
No formatting option	32	51	26	11
Lack of design	26	48	32	14
Lack of integration	56	21	31	12
Limited versatility	62	34	19	5

Source of variation	DF	Sum of square	Mean of square	F-value
Between groups	3	3038.75	1012.9167	7.3003
Within groups	12	1665	138.75	
Total	15	4703.75		

ANOVA result( high F-value 7.3003) is affirmed that there is no significant effect of device used and problems faced by the Google form users.

## 5.FINDINGS OF THE STUDY

The majority (38.33%) respondents belong to the age group of 26-30. The majority (53.33%) respondents belong to the category of male. The majority(52.5%) respondents are unmarried. The majority (73.33%) respondents belong to nuclear family. The majority (66.67%) respondents having income level between ₹25000-₹50000. The majority (82.5%) respondents are employed. The majority (59.2%) respondents were used laptop for accessing Google. The majority of (45.8%) respondents were said that Google form is fairly useful.

## 6.SUGGESTIONS

The usage of Google form should be easy and it is the smartest way of getting surveys. At the same time the technical team should concentrate on formatting option of the Google form. There is also a problem of lack of integration and design customization while creating surveys , assessments etc. And the technical team also have to focus on the versatility criteria which is now limited in Google forms.

## 7.CONCLUSION

The research identifies that the time & cost saving factor influencing more, the users of Google forms. It is found that, quiz answer got highly satisfied by the users. In this paper the researcher highlighted the perception of Google forms users. Hence the overall perception of Google form participation towards education is satisfied and useful for both teachers as well as students.

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