**Abstract**

Cadbury India operates in five categories –Chocolate confectionery, Beverages, Biscuits, Gum and Candy. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Celebrations, Gems, Éclairs, The present study is based on the preference of CADBURY CHOCOLATE among the consumer. A sample survey of 200respondents was undertaken to find out thepreference of CADBURY CHOCOLATE in Coimbatore city. The study mainly concentrated on customer preference towards Cadbury chocolates,Convenience sampling technique has been used in the study,Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test..It was found from the study that the customers preferdairy milk chocolate when compared to other chocolates because the cost of the chocolate is very reasonable and the taste will attract the respondents.