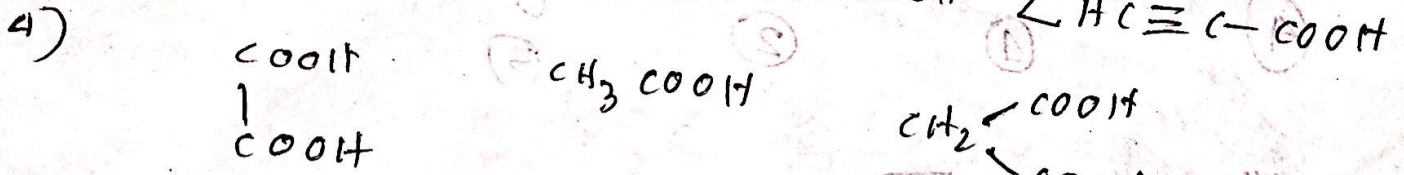
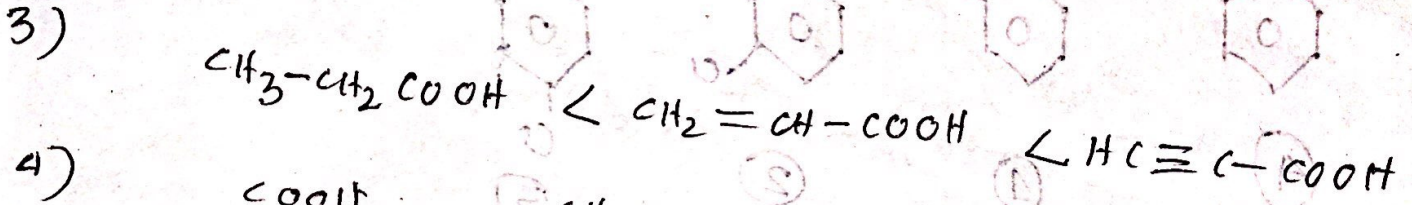
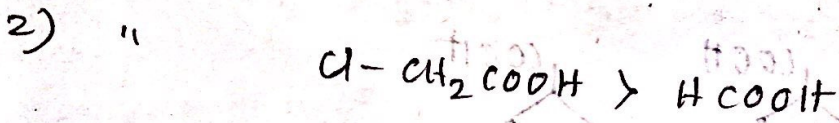
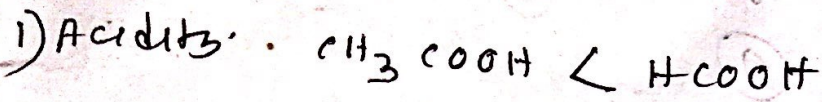
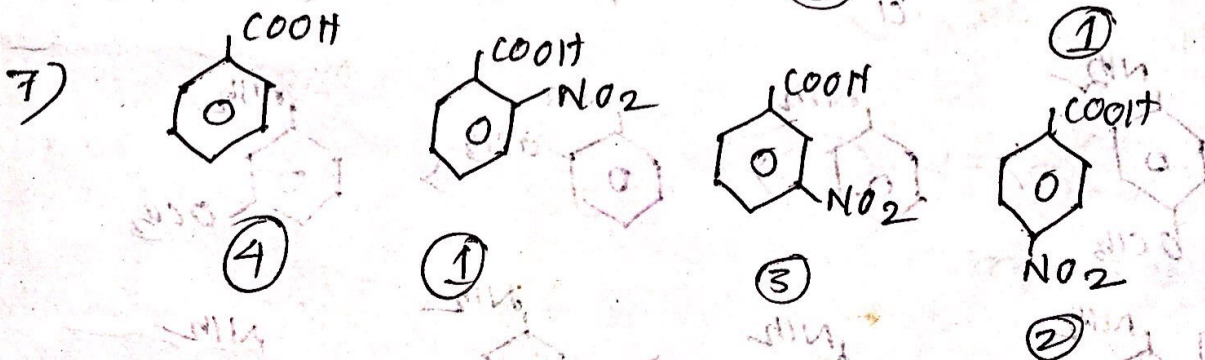
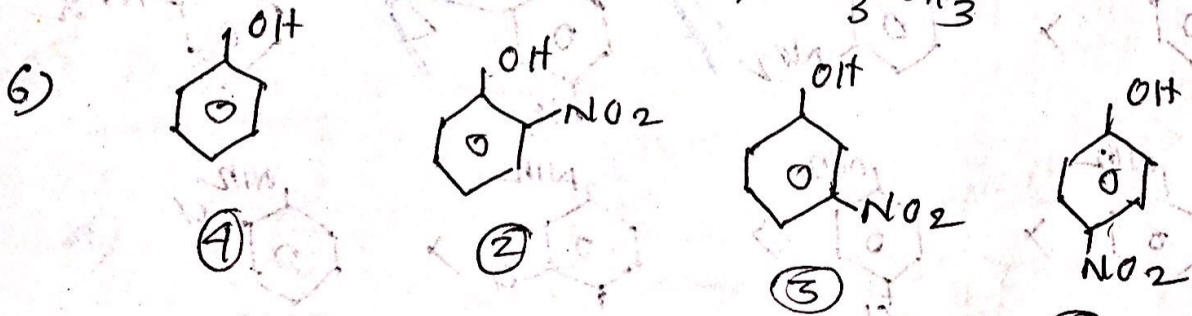
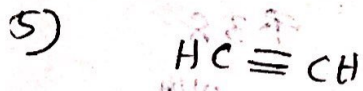


Inductive effect / Mesomeric effect:



pKa $\begin{matrix} \text{1-2.3} \\ \text{4-7.6} \\ \text{2-8.3} \end{matrix}$



Ortho effect: Ortho substituted isomer of every substituted benzoic acid (whether the substituent is electron releasing or electron withdrawing) is relatively more stronger than the corresponding para and meta isomer. This is called ortho effect.