

# Bayesian-Nash Equilibria in the Theory of Planned Action

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## Abstract

We introduce, in the literature, a Game Theoretical Model of Planned Behavior or Reasoned Action by establishing an analogy between two specific theories. In this analogy, we associate social norms to the crowding type and attitude, self efficacy and values and beliefs to the taste type. Using Game Theory concepts, we describe how intentions can be transformed in behavior. According to the Bayesian-Nash Equilibrium, this process will correspond to the best individual decision/response taking in account the collective response. We study the role of the experts and of the leaders in the Game Theoretical Model of Planned Behavior. This analysis can be extended to several examples based in the Game Theoretical Model of Planned Behavior or Reasoned Action.

**Keywords:** Game Theory; Theory of Planned Action; Bayesian-Nash Equilibria

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