Habits vs reasoned intentional action, or a product of this reasoned action that became mechanical to be economical – "situational cues" trigger the behavior BUT habit & intention interact in behaviors such as "blood donation, seat-belt use…"

Habit:
1. "learning of sequences of acts that have become automatic responses to specific situations, which may be functional in order to satisfy specific needs, or to obtain certain goals (James, 1890; Watson, 1914; Triandis, 1980; Ronis et al., 1989). ...."
2. traditionally "satisfactory experiences enhance the tendency to repeat the same course of action, mainly because the behaviour becomes more strongly associated with the goal one initially wished to attain (e.g. a 'cycling-feeling fit' link or a 'playing squash seeing friends' link). Conversely, dissatisfaction weakens the link between behaviour and goal, decreasing the probability a person will continue the behaviour. Therefore, habit strength increases as a result of repetitions of positive reinforcements."
3. "the habit concept is strongly rooted in behaviourist approaches to learning theory, typically emphasizing that cognitive processes play no role in the stimulus control of behaviour. Nevertheless, habits are cognitive processes, however automatic and routinized they may be. In terms of cognitive psychology, habitual exercise behaviour may be conceived of as mentally represented structures in which a certain situation is strongly associated with the goal to exercise that is chronically pursued in that situation (c/. the concept of schemas or scripts; Abelson, 1981).

"Reasoned action and habit can be considered as two extremes of a continuum. In cases that goal directed behaviours are neither automatic (seat belt) nor the result of extensive deliberation (initial exercising), the decision maker may employ something like a heuristic decision making strategy to arrive at a choice." Heuristic = "cognitive shortcut"

Conclusion: "exercise habits are the result of automated cognitive processes."