Celebrity Workout DVDs: Why People Crave Fitness Advice from the Stars

Celebrities are often perceived by the public as beautiful, glamorous, and perfect. People idolize these superstars and want to be like them. So when a celebrity workout DVD goes on the market, they are often a hot commodity, as people want to do the same exercise routines as their idols, in hopes of attaining similar physical outcomes.

“We seem to be smitten with celebrity workout DVDs, and it’s just another way for us to be ‘close’ to them,” says Jennipher Walters, co-founder of Fit Bottomed Girls and Fit Bottomed Mamas. “We see celebs in movies and on TV, and it’s natural that we want to look like them. Granted they have personal trainers and chefs usually, but we’re drawn to the workouts that they say they do to get such great results.”

Walters says there are some good celebrity workout DVDs and some that aren’t so great.

“As a general rule, the celebrity workout DVDs that feature both the celeb and a certified personal trainer or group exercise instructor are best,” Walters says. “With this team-teaching set-up, you get the best of both worlds: a trainer who usually knows what they’re doing and can show modifications and give tips on form, along with a celeb who can make the workout more fun and interesting.”

Walters recommends the, Marisa Tomei: Core & Curves, DVD as a really good and refreshing celebrity workout.

“If you like Bethenny Frankel, hers are pretty good, too, but if you aren’t a fan of her you won’t enjoy them,” Walters says. “Also, Mel B from the Spice Girls did a workout DVD called, Totally Fit, that was really fun and a great workout.”

As for other celebrity fitness workouts, Walters has also tried Kim Kardashian’s fitness DVDs. She says she wasn’t a big fan of the cardio titles, but was impressed by the strength ones, as they incorporated some unique moves.

Walters advises people not to choose a celebrity fitness DVD simply because it stars one of their idols.

“In general, you’re better off listening to advice from people with experience and education when it comes to fitness,” Walters says. “You wouldn’t let just anyone be your doctor, so why would you let just anyone tell you how to get in shape?”

Achieving Results with a Celebrity Workout DVD

Even if a person does a celebrity workout DVD regularly, Walters says they shouldn’t compare their own body to that of the superstar.

“While most celebs are probably doing moves from their workouts, they’re probably working out much more than just that, and they’re mixing their workouts up to prevent plateaus,” Walters says. “In addition, most of them are on pretty strict diets without a lot of calories. Instead of focusing on looking like a celebrity, I recommend people focus on how much better their body feels and how much stronger they’re getting.”

By using a celebrity endorsed product, we can feel a connection to the celebrity that can also make us feel special.

Walters also recommends that people add a few different workout DVDs or exercises into their fitness regime, to ensure they’re getting a mixture of cardio, strength, and flexibility training.

She says people also need to examine their diet to make sure they’re eating healthy.

“Eat according to your hunger, watch portion sizes and try to get as many fruits and veggies in as you can,” Walters says. “Also be sure to hydrate properly throughout the day, get your sleep and de-stress regularly! All of these things are essential for weight-loss and overall wellness.”
The Appeal of the Celebrity Workout

Dr. Alyssa Gilston, a Psychology instructor, at South University Online programs, says people strive to be like celebrities, because of the perception that they have it all and are living perfect lives.

“According to Bandura’s social learning theory, one of the ways that we learn is via modeling and imitating others,” Gilston says. “If we eat what the celebrities eat, dress the way they dress, and spend our time in similar activities, we think that we will be able to be just like our idols, and perhaps even attain that ‘perfect’ life.”

Gilston says classical conditioning is also responsible for making people idolize celebrities.

“If we associate a particular celebrity with say happiness, success, or attractiveness, it makes sense that when we see that celebrity endorsing a particular product, we will want that product as well,” Gilston says. “We believe that if we follow their diet and exercise according to their routine, we will look like them, regardless of their true expertise in fitness.”

If consumers think a celebrity is benefiting from the use of a certain fitness brand or product, Gilson says they will want to use it too, because they believe it will help them to become more like the star they idolize.

“Clearly, this is not always the case, but there is no shortage of celebrities who are willing to offer fitness advice for a paycheck,” Gilston says. “The classic examples are the Jane Fonda workout tapes. Celebrities can and do have a significant impact on consumers’ buying habits.”

Popularity of Celebrity Fitness DVDs

Gilston says celebrity fitness DVDs are often more popular than those starring an unheard-of certified personal trainer, because they are able to tap into a large fan base that the average person just doesn’t have access to.

She also sites results from a 2010 study, Celebrities and Shoes on the Female Brain: The Neural Correlates of Product Evaluation in the Context of Fame, in the Journal of Economic Psychology, which suggests that the effectiveness of celebrity product endorsements is a result of a transfer of a positive effect from the celebrity to a product.

“They completed neuroimaging studies that found that this positive affect comes from an unprompted recovery of thoughts or memories associated with the celebrity endorser,” Gilston says. “We actually feel positive when we think about the celebrity and the product, and the study was able to use neuroscience and psychology to gain a better understanding of the behavior of the average consumer when it comes to celebrity endorsements.”

Gilston says people tend to trust their favorite celebrities, and when they tell them to use a certain fitness product, they often listen.

“Every day consumers cannot always assess the real quality of a particular product before they purchase it or use it,” Gilston says. “Whether we do this consciously or unconsciously, by viewing a celebrity attaching his or her name, reputation, and star status to a product, it could reduce some of the uncertainty that we have about the product, and it could enhance our desire to purchase the product. By using a celebrity endorsed product, we can feel a connection to the celebrity that can also make us feel special.”