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Posting and monitoring on online media platforms has become a very common activity. The content that is shared can even be a sporting habit for both sexes. In order to gain a deeper insight into women's attitudes towards consumption and their underlying motivations, we have focused our research on the relationship between offline and online sports consumption. In the case of offline sport, the purpose of consumption and the means of consumption will be simultaneously realised in the form of the individual who engages in the sporting activity. In this way, online sport consumption is understood differently, as the individual becomes part of the sport as an external spectator, the scene of which is provided by the virtual space. We investigated the ways in which women who engage in sport in their leisure time consume these two domains and whether they sometimes do so together. In order to successfully conduct our primary research, we created a quantitative questionnaire on the Google Forms platform, and narrowed down the anonymous respondents to women who are involved in individual sports and who are consumers of one of the types of sport in their free time (n=400). We also conducted a qualitative study by conducting structured in-depth interviews with 10 mothers who go to different gyms in Pécs to play sports in their free time. Our results revealed the following: these women do not only exercise to achieve their own goals, but also to meet social expectations. They use the virtual space and social media to obtain positive feedback from their environment. In our view, the best way to gain the recognition of others in the 21st century - which the vast majority of women want - is to post their training activities on these platforms. And while women live in the online world, they ignore reality. To address this, women need to raise their awareness of the need to focus on achieving their own goals rather than satisfying others. They can only truly experience the benefits of sport if they exercise for themselves.